

BA 3702 - Introduction to Marketing

Course Schedule: Friday 9:40-12:30, G208

Instructor:	Utku Ay
Office:	TBD
Phone:	N/A
E-mail:	utkuay22@gmail.com; utkuay@arizona.edu
Office Hours:	Specific time and place will be determined after the first meeting. The last hour of the lecture may also be used as an office hour. Additional Zoom or in-person meetings can be arranged by email.
Course Web Page:	ODTUClass Course Page
Course Description:	
This course introduces design students to fundamental aspects of marketing and their role in the broader business enterprise. It provides introductory coverage of major marketing concepts and decisions, including the macro role of marketing in society and its micro role in businesses and other organizations. Topics include customer value, the marketing environment, marketing research, consumer and industrial buying behavior, segmentation, targeting and positioning, and the marketing mix. Although the course is conceptual, students will apply course knowledge through assignments, workshops, discussions, and a group project. Throughout the semester, connections between marketing and design practice will be emphasized.	
Course Student Learning Objectives: (CSLOs)	
Upon successful completion of this course, students should be able to:	
Course Specific Skills:	
1. Explain the nature of marketing and customer value. 2. Explain how marketing strategies are developed. 3. Identify, apply, and evaluate key marketing tools.	
Discipline Specific Skills:	
4. Develop a basic marketing plan for a brand, product, or service. 5. Apply marketing concepts to design processes and establish relationships between marketing and design.	
Personal and Key Skills:	
6. Translate theoretical marketing knowledge into practical applications. 7. Participate actively in discussions by using examples, asking questions, and offering critiques. 8. Collaborate effectively on a group marketing project.	
Learning and Teaching Methods:	
2 hours of lecture + 1 hour of workshop, discussion, or supervised group work each week. In general, lectures include guided discussions, brief in-class or take-home assignments, applied exercises, project supervision, and student presentations. Students are expected to prepare before class and participate actively.	
Required Reading:	
Kotler, P. & Armstrong, G. Principles of Marketing. Pearson, 2021 or 2023 (18th or 19th edition).	
Suggested Reading:	
Assigned complementary readings will be available on ODTUClass.	

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Midterm Exam	25%	1 individual exam	1-3	Grade; review/clarification as needed
Final Exam	30%	1 comprehensive individual exam	1-5	Grade; review/clarification as needed
Assignments and Participation	20%	Weekly in-class or brief homework assignments plus participation	1-8	Ongoing in-class feedback and assignment grades
Group Project	25%	Group of 5-6; report 10%, presentation 5%, peer evaluation 5%, poster 5%	1-8	Ongoing project supervision and feedback on progress

Course Policies:
CLASS PREPARATION AND PARTICIPATION: It is critical that you prepare before class. Read to understand rather than memorize, and come prepared to provide examples from your own life, ask questions, and offer critiques. Attendance and active participation are not the same. CLASSROOM PRACTICE: Attend classes on time with phones turned off or in silent mode. Computers may be used for note-taking. Bring at least a pen or pencil so that we can work during the third hour. The third hour is part of the scheduled class and will be used for assignments, projects, questions, or supervised group work. SUBMISSIONS AND AI USE: Submit work on time. Because specific dates will be decided during the semester, late submissions will not be accepted unless covered by university regulations. Submissions should be carefully prepared, spell-checked, formatted, and properly reference all sources. Work must follow academic integrity rules, including avoiding plagiarism and excessive or inappropriate use of AI. COMMUNICATION: When sending an email, include your name and class. For emails about group projects, copy all group members for transparency. Contact the instructor if you feel that you are not keeping up with the course. ATTENDANCE: Attendance is subject to the university's 80% attendance policy. Attendance alone does not constitute active participation. MISSED EXAMS OR DEADLINES: If you miss an exam or deadline due to a health condition, you must provide a copy of the legally valid health report required by university regulations. COURSE OUTLINE CHANGES: The instructor reserves the right to make changes to the course outline or timetable depending on the pace of the course. Any changes will be announced in advance by email and a revised version will be uploaded to ODTUClass. GRADING: Grading will follow the university catalogue. STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTU Birimi, ODTU Kutuphanesi, Solmaz Izdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

You will inform me about your groups in the second week. The project will be a mixture of report, poster, and presentation. The report will consist of (I) executive summary, (II) research, (III) strategy development, and be complemented by the (IV) visual poster and (V) presentation. I will supervise your projects during the sessions and take notes on your progress for class participation grading purposes.

The details of the project will be discussed in the first and second week of the lecture.

Assignments will be either done in class or will be given as brief homeworks that you are expected to complete before the next lecture. Assignments will be based on lecture concepts that will help you to internalize the practice.

The midterm exam will include the topics that will be covered until then.

The final exam will be comprehensive.

Both exams will include true/false, multiple choice and open ended questions.

Attend classes on time with your phones turned off or in silent mode. You can bring a computer, take notes, but I expect you to bring at least a pen/pencil so that we can work in the third hour.

The third hour is assigned for your assignment and/or project and/or questions so please do not expect to leave early at the third hour. We will work together.

Please, participate; tell what you see, what you want to understand and do not hesitate to ask.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Students are expected to read assigned chapters and materials before they are covered in class.

Tentative Course Schedule				
Mon th	Day	Topic	Reading/ Assignment	CSLO
Oct	2	Introduction, first meeting	Course content, syllabus, questions	7
Oct	9	What is marketing?	Chapters 1-2	1, 3
Oct	16	Marketplace	Chapters 3, 19, 20	1, 3
Oct	23	Market and consumer research	Chapter 4	3
Oct	30	Consumer behavior	Chapter 5	1, 3
Nov	6	Marketing strategy	Chapter 7	2, 3
Nov	13	Midterm	Topics covered through Week 6	1-3
Nov	20	Competitive advantage	Chapters 7, 18	2, 3
Nov	24	Products, services and brands	Chapters 8, 9	3, 5
Dec	4	Pricing	Chapters 10, 11	3
Dec	11	Place (channels)	Chapters 12, 13	3
Dec	18	Promotion (communication)	Chapters 14, 15	3, 5
Dec	25	Final presentations	Potential report and poster delivery date will be discussed; details will be provided	1-8
Jan	1	New Year	No class	