

BA 5702 – Marketing Management

Course Schedule: Tuesday and Thursday (10:40-12:15)

Lecture Duration: 75 minutes

Classroom: G109

Instructor:	Dr. Zeynep Ece Tolun
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Office Hours:	by appointment
Course Web Page:	https://odtuclass.metu.edu.tr
Course Description:	
The course examines how organizations identify, understand, and satisfy customer needs while creating and communicating customer value in competitive business environments. Through an integrated approach combining strategic planning, market research, consumer behavior analysis, and the application of the marketing mix (4Ps: Product, Price, Place, Promotion), students will develop competencies essential for marketing professionals and business leaders. Students will engage with contemporary marketing challenges and real-world applications, examining diverse organizational contexts across different industries, market sizes, and service/product types. Upon completion, students will be prepared to assess marketing opportunities, develop marketing strategies, and design integrated marketing mixes that drive customer value and organizational success.	
Course Student Learning Objectives: (CSLOs)	
<i>Upon successful completion of this course, students should be able to:</i> Course Specific Skills: 1. Understand the dynamics of strategic planning 2. Apply effective target marketing (segmentation, targeting, positioning) to contemporary business contexts 3. Apply branding principles to manage existing products and services and develop new offerings that preserve and strengthen brand equity. 4. Apply the 4Ps framework to develop a coherent marketing mix for a product or service in a real business context. 5. Gain expertise in strategic pricing methods 6. Understand the role of marketing channels and the relationship of these channel members for profitable business outcomes 7. Learn how to apply marketing strategies to global contexts that require understanding different consumer groups, their culture and other external marketing environment factors 8. Discovering the traditional and digital tools to communicate product or service relevant information or offers to customers Discipline Specific Skills: 9. Analyze different consumer types and design strategies for long-term customer relationship management. 10. Recognize opportunities for data-driven marketing and apply data to guide marketing decisions. 11. Explain consumer behavior across different contexts and apply behavioral insight to marketing decisions 12. Evaluate the ethical and social implications of marketing decisions. Personal and Key Skills: 13. Communicate marketing ideas and recommendations clearly in written and oral form. 14. Apply critical thinking and problem-solving skills to real-world marketing cases.	

15. Work effectively in teams to develop and present marketing plans or case solutions.

Learning and Teaching Methods:

The course consists of a combination of lectures, in-class activities, and case studies.

16. Required Reading:

Textbooks:

Marshall, G. W., & Johnston, M. W. (2025). Marketing management (2025 release). McGraw Hill.

Harvard Business Review Cases:

- Toys "R" Us: What Went Wrong? (Case Assignment #1)
- Preserve the Luxury or Extend the Brand?
- L'Oréal in China: Marketing Strategies for Turning Around Chinese Luxury Cosmetic Brand Yue Sai (Case Assignment #2)
- Whiskey and Cheddar: Ingredient Branding at the Caesan Cheese Cooperative

Please access the cases using the link below: <https://hbsp.harvard.edu/import/1459651>

If you have any questions about the cases, feel free to email me.

Suggested Reading:

TBA in ODTUCLASS

Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Case Assignments (Two case assignments, 10% for each)	20	Written report	1-15	Oral feedback
Final Exam	30	Multiple choice and/or short answer exams	1-15	Oral or Written feedback
Team Project (10% report, 20% presentation)	30	Written report and in-class presentation	1-15	Oral or Written feedback
In-class Exercises/Quizzes	20	In-class submission	1-15	Oral or Written feedback

Course Policies:

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 ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir 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.

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."

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:
Students arrive on time. Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

Students are fully prepared for each class. Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

Students respect the views and opinions of their colleagues. Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

Laptops, phones and wireless devices are turned off.

STUDENT EXCUSES: In case you cannot attend one of the examinations, if and only if you can present an official (dean's or president's office approved) excuse or METU Medical Center certified Health Report, you will be eligible to take a make-up examination. There will be one single, comprehensive and essay type make-up examination during the final period and it will be counted towards whichever exam(s) you are missing.

KNOW YOUR RIGHTS AND RESPONSIBILITIES!

<http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

NOTE THE IMPORTANT DATES:

<http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

Notes:

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me
- and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you
- have to leave early, please inform me in advance.
- Please turn in the homework/case assignments on time and note that no late assignments (no matter how
- late) will be accepted.
- You are encouraged to send me an email to come to my office hours for your questions, concerns, or, suggestions.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
September	29	Introduction and Course Overview	Ch1	CSLO 1-15
October	1	Marketing in Today's Business Milieu	Ch1	CSLO 1
October	6	Elements of Marketing Strategy, Planning and Competition	Ch3	CSLO 1
October	8	Elements of Marketing Strategy, Planning and Competition	Ch3	CSLO 1
October	13	Marketing Environment	Ch 3	CSLO 1, 4
October	15	Market Planning (Marketing Strategies-4Ps) Toys "R" Us: What Went Wrong HBR Case due by midnight	Ch 3	CSLO 4
October	20	Market Research	Ch 4	CSLO 10, 11
October	22	Market Research and Analytics	Ch 4, 5	CSLO 10, 11
October	27	Understand Business and Consumer Markets	Ch 6 Read Whiskey and Cheddar: Ingredient Branding at the Caesan Cheese Cooperative HBR Case	CSLO 9, 11
October	29	Republic Holiday		
November	3	Understand Business and Consumer Markets	Ch 6	CSLO 9, 11

		In-class Exercise/Quiz		
November	5	Segmentation, Targeting, and Positioning	Ch 7	CSLO 2
November	10	Segmentation, Targeting, and Positioning	Ch 7	CSLO 2
November	12	Product I (Innovation and New Product Development)	Ch 8	CSLO 3, 11
November	17	Product II	Ch 8	CSLO 3, 11
November	19	Branding	Ch 9	CSLO 3, 11
November	24	Service L'Oréal in China: Marketing Strategies for Turning Around Chinese Luxury Cosmetic Brand Yue Sai HBR Case due by midnight	Ch 10	CSLO 3, 9
November	26	Strategic Pricing	Ch 11	CSLO 5
December	1	Manage Marketing Channels, Logistics, and Supply Chain	Ch 12	CSLO 6
December	3	Manage Marketing Channels, Logistics, and Supply Chain	Ch 12	CSLO 6
December	8	Promotion I	Ch 13 Read Preserve the Luxury or Extend the Brand? HBR Case	CSLO 8
December	10	Promotion I In-class Exercise/Quiz	Ch 13	CSLO 8
December	15	Promotion II	Ch 14	CSLO 8
December	17	Global and Sustainable Marketing	Ch 2	CSLO 7, 12
December	22	Review Session Team Project Report Submission due by midnight		
December	24	Final Exam (Comprehensive)		CSLO 1-15
December	29	Team Presentations		CSLO 13, 14, 15
December	31	Team Presentations		CSLO 13, 14, 15