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| *CAG UNIVERSITY*  *FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES* | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | | **Course Name** | | | | | | | | **Credits** | | | | **ECTS** | | | |
| MAN 611 | | | | | Contemporary Marketing | | | | | | | | 3 (3-0-3) | | | | 15 | | | |
| **Prerequisite Courses** | | | | | No | | | | | | | | | | | | | | | |
| **Course Language** | | | | | Turkish/PhD | | | | **Lesson Teaching Style** | | | | | Face | | | | | | |
| **Course Type / Level** | | | | | Elective%PhD | | | | | | | | | | | | | | | |
| **Faculty Members** | | | | | **Title & Name Surname** | | | | | | | **Class Time** | | | | **Meeting Hours** | | | **Communication** | |
| **Course Coordinator** | | | | | Prof. Eda Yaşa Özeltürkay, MD | | | | | | |  | | | |  | | | edayasa@cag.edu.tr | |
| **Course Objectives** | | | | | The aim of this course is to understand the analytical concepts and current techniques required in this field by understanding the strategic role of marketing and through managers who can identify and analyze the problems encountered in the field of marketing. | | | | | | | | | | | | | | | |
| **Learning Outcomes** |  | | **Upon successful completion of the course, a student will be able to:** | | | | | | | | | | | | | | | **Relations** | | |
| **Prog. Outputs** | | **Net Contribution** |
| 1 | | Knows the concept of marketing and understands why it needs to learn this concept. | | | | | | | | | | | | | | | 5 | | 3 |
| 2 | | Understands customer value and why customer satisfaction is important. | | | | | | | | | | | | | | | 5 & 8 | | 3 & 3 |
| 3 | | Understands the 4 basic marketing mixes in the field of marketing. | | | | | | | | | | | | | | | 5 & 8 | | 3 & 3 |
| 4 | | Knows strategic marketing planning and the difference between strategic marketing planning and marketing plan and marketing program. | | | | | | | | | | | | | | | 5 | | 3 |
| 5 | | If the political and legal field is not given due importance, it knows the consequences that will lead to conviction. | | | | | | | | | | | | | | | 5 | | 3 |
| 6 | | Know marketing segmentation and how this segmentation is subdivided. | | | | | | | | | | | | | | | 5 & 8 | | 3 & 3 |
| 7 | | Defines how economic needs affect customer purchasing decision and explains customer decision-making process. | | | | | | | | | | | | | | | 5 | | 3 |
| 8 | | Understands organizational buying behavior and how to leverage marketing knowledge. | | | | | | | | | | | | | | | 5 | | 3 |
| 9 | | Knows the methods of collecting primary and secondary information. | | | | | | | | | | | | | | | 5 & 8 | | 3 & 3 |
| 10 | | Understands the new product development process and how the product lifecycle affects the strategic plan. | | | | | | | | | | | | | | | 5 | | 3 |
| Course Content: The content of this course is to increase the level of knowledge and comprehension of the basic principles and terminology of marketing and to gain the necessary practice in business life thanks to the courses taken in the classroom. | | | | | | | | | | | | | | | | | | | | |
| **Course Descriptions:( Weekly Lesson Plan)** | | | | | | | | | | | | | | | | | | | | |
| **Week** | | **Topic** | | | | | | | | | | | | | **Preparation** | | | **Teaching Methods** | | |
| **1** | The value of marketing towards the customer, the firm and the society | | | | | | | | | | | | | | Lecture K. (1) Bl. 1  Lecture K. (2) Bl. 1  Lecture K. (3) Bl. 1 | | | Case Study Discussion  Case Study 1 | | |
| **2** | Strategic Marketing Planning | | | | | | | | | | | | | | Lecture K. (1) Bl. 2  Lecture K. (2) Bl. 2 | | | Case Study Discussion  Case Study 2 | | |
| **3** | Assessing Opportunities in a Changing Marketing Environment | | | | | | | | | | | | | | Lecture K. (1) Bl. 3  Lecture K. (2) Bl. 4 | | | Argument | | |
| **4** | Ethics in Marketing | | | | | | | | | | | | | | Lecture K. (2) Bl. 3 | | | Argument | | |
| **5** | Demographic Dimensions in the Global Customer Market | | | | | | | | | | | | | | Lecture K. (1) Bl. 5 | | | Argument | | |
| **6** | Customer Purchasing Behavior | | | | | | | | | | | | | | Lecture K. (1) Bl. 6  Lecture K. (2) Bl. 5  Lecture K. (3) Bl. 5 | | | Argument | | |
| **7** | Customer Purchasing Behavior | | | | | | | | | | | | | | Lecture K. (1) Bl. 6  Lecture K. (2) Bl. 5  Lecture K. (3) Bl. 5 | | | Argument | | |
| **8** | Midterm Exam | | | | | | | | | | | | | |  | | |  | | |
| **9** | Consumer and Industrial Customers and Their Purchasing Behavior | | | | | | | | | | | | | | Lecture K. (1) Bl. 8 | | | Argument | | |
| **10** | Segmentation, Targeting, and Positioning | | | | | | | | | | | | | | Lecture K. (2) Bl. 8 | | | Argument | | |
| **11** | New Product Development | | | | | | | | | | | | | | Lecture K. (1) Bl. 9  Lecture K. (2) Bl. 9 | | | Argument | | |
| **12** | Advertising, Public Relations and Sales Development | | | | | | | | | | | | | | Lecture K. (1) Bl. 16  Lecture K. (2) Bl. 18  Lecture K. (3) Bl. 15 | | | Argument | | |
| **13** | Distribution Channels Development | | | | | | | | | | | | | | Lecture K. (1) Bl. 11 | | | Argument | | |
| **14** | Supply Chain & Logistics | | | | | | | | | | | | | | Lecture K. (3) Bl. 12 | | | Argument | | |
| **15** | Retailing, Wholesaling and Their Strategic Plans | | | | | | | | | | | | | | Lecture K. (2) Bl. 15  Lecture K. (3) Bl. 13 | | | Argument | | |
| **16** | Final Exam | | | | | | | | | | | | | |  | | |  | | |
| **RESOURCES** | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | 1. Basic Marketing (2010) by William D. PERREAULT, Joseph P. CANNON, E. Jerome MCCARTHY, 17th Edition, Mc Graw Hill. 2. Marketing (2010) by Dhruv GREWAL, Michael LEVY, 2th Edition, Mc Graw Hill. 3. Principles of Marketing (2010), byPhilip KOTLER, Gary ARMSTRONG, 13th Edition, Pearson.   4) Selected Additional Readings (available electronically through Çağ University Library/Online Journals) will periodically be assigned during the course. | | | | | | | | | | | | | | | | |
| **Lecture Notes** | | | | Case Study 1: Amazon; Case Study 2: Nike  (The analysis requested in the case study will take place individually and independently.) | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | 1) Marketing Turkey, Marketing World.  2) Dennis Callaghan (2003), Online CRM Grows Up, e Week, December 2003. | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | Problem Solving at the End of the Chapter and Slide Demonstration via WEB Page. | | | | | | | | | | | | | | | | |
| **MEASUREMENT and EVALUATION** | | | | | | | | | | | | | | | | | | | | |
| **Events** | | | | | | **Number** | | **Contribution** | | **Notes** | | | | | | | | | | |
| **Case Study** | | | | | | 2 | | 10% | |  | | | | | | | | | | |
| **Impact of Activities** | | | | | |  | | 10% | |  | | | | | | | | | | |
| **Midterm Exam** | | | | | |  | | 30% | |  | | | | | | | | | | |
| **Success Rate of the Final** | | | | | |  | | 60% | |  | | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | |
| Content | | | | | | | Number | | | | Hour | | | Sum | | | | | | |
| **Course Duration** | | | | | | | 16 | | | | 3 | | | 48 | | | | | | |
| **Studying Outside the Classroom** | | | | | | | 16 | | | | 5 | | | 80 | | | | | | |
| **Case Study** | | | | | | | 3 | | | | 35 | | | 105 | | | | | | |
| **Midterm Exam** | | | | | | | 1 | | | | 120 | | | 120 | | | | | | |
| **Final Exam** | | | | | | | 1 | | | | 100 | | | 100 | | | | | | |
| **Sum**  **Total / 30**  **ACT Credisi** | | | | | | | | | | | | | | 166 | | | | | | |
| =453/30=15,1 | | | | | | |
| 15 | | | | | | |
| **PAST ACHIEVEMENTS** | | | | | | | | | | | | | | | | | | | | |
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