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| ***CAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS & ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Name** | | | | | | | | | | | | **Credit** | | | | | | | | | **ECTS** | | |
| MAN 331 | | | | Contemporary Marketing Issues | | | | | | | | | | | | (3-0-3) 3 | | | | | | | | | 6 | | |
| **Prerequisites** | | | | | | | | None | | | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | | English | | | | **Mode of Delivery** | | | | | | Face to face | | | | | | | | |
| **Type and Level of Course** | | | | | | | | | Compulsory /3.Year/Fall Semester | | | | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | | **Lecture Hours** | | | | | **Office Hours** | | | **Contacts** | | | | | | | |
| **Course Coordinator** | | | | | Assoc.Prof.Dr. Saadet SAĞTAŞ TUTKUNCA | | | | | | | **Wednesday**  **10:30-12:50** | | | | | **Tuesday**  10:00-15:00 | | | | **saadetsagtas@cag.edu.tr** | | | | | | |
| **Course Objective** | | | | | The aim of this course is to provide comprehensive information about current marketing practices, strategies and methods that are reshaped by technology within the framework of the basic concepts and principles of marketing. The rapid changes brought by digitalization has caused severe differentiation on marketing strategies in the global world. Within this course technological effects on business & marketing strategies will be investigated by both theorerical information and case studies. Sustainability is another highlighted subject in recently and the current problems faced while reaching sustainability goals will be discussed and the solutions brought by companies will be studied over case studies. | | | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** |  | | Students who have completed the course successfully should be able to | | | | | | | | | | | | | | | | | | | **Relationship** | | | | | |
| **Prog. Output** | | | | | **Net**  **Effect** |
| **1** | | Know what marketing concept is why you should learn it | | | | | | | | | | | | | | | | | | | 3&7 | | | | | 5&4 |
| **2** | | Understand what customer value is and why it is important to customer satisfaction | | | | | | | | | | | | | | | | | | | 9 | | | | | 3 |
| **3** | | Be familiar with the four Ps in a marketing mix. | | | | | | | | | | | | | | | | | | | 3&7 | | | | | 5&4 |
| **4** | | know what marketing strategy planning and differences between a marketing strategy, a marketing plan and a marketing program | | | | | | | | | | | | | | | | | | | 5&7 | | | | | 5&4 |
| **5** | | Understand the issues regarding the political and legal environment | | | | | | | | | | | | | | | | | | | 9 | | | | | 3 |
| **6** | | Know what market segmentation is and how to segment product-markets into submarkets. | | | | | | | | | | | | | | | | | | | 5&7 | | | | | 5&4 |
| **7** | | Describe how economic needs influence the buyer decision process and explain the process by which consumers make buying decions. | | | | | | | | | | | | | | | | | | | 9 | | | | | 3 |
| **8** | | Understand the problem-solving behavior of organizational buyers and how they get market information. | | | | | | | | | | | | | | | | | | | 6&7 | | | | | 4&4 |
| **9** | | Be aware of the methods for collecting secondary and primary market info. | | | | | | | | | | | | | | | | | | | 7 | | | | | 4 |
| **10** | | Understand the new-product development process and understand how product life cycles affect strategy planning. | | | | | | | | | | | | | | | | | | | 5&9 | | | | | 5&3 |
| **Course Description:** To increase knowledge and understanding of marketing concepts and terminology ("Principles of Marketing") which form the foundation for advanced coursework and practice in business. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents: ( Weekly Lecture Plan )** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weeks | | Topics | | | | | | | | | | | | | | | | Preparation | | | | | Teaching Methods | | | | |
| 1 | | Marketing: Creating Customer Value and Engagement | | | | | | | | | | | | | | | | Textbook (1) Ch.1 | | | | | | | | PPT Presentation | |
| 2 | | Strategic Planning in Contemporary Marketing | | | | | | | | | | | | | | | | Textbook (1) Ch.2  Textbook (2) Ch.2 | | | | | | | | PPT Presentation  Case Discussion | |
| 3 | | Marketing Environment, Ethics, and Social Responsibilities | | | | | | | | | | | | | | | | Textbook (1) Ch.3  Textbook (2) Ch.20 | | | | | | | | PPT Presentation  Case Discussion | |
| 4 | | Sustainable Development Goals and Sustainable Marketing | | | | | | | | | | | | | | | | Business examples | | | | | | | | PPT Presentation  Discussion | |
| 5 | | Social Media and Digital Marketing | | | | | | | | | | | | | | | | Textbook (1) Ch.4  Textbook (1) Ch.17 | | | | | | | | PPT Presentation  Case Discussion | |
| 6 | | Consumer Behavior | | | | | | | | | | | | | | | | Textbook (1) Ch.6  Textbook (2) Ch.5 | | | | | | | | PPT Presentation  Case Discussion | |
| 7-8 | | Midterm Week | | | | | | | | | | | | | | | |  | | | | | | | |  | |
| 9 | | Product and Service Strategies | | | | | | | | | | | | | | | | Textbook (1) Ch.12  Textbook (2) Ch.8 | | | | | | | | PPT Presentation  Case Discussion | |
| 11 | | Pricing Strategies | | | | | | | | | | | | | | | | Textbook (1) Ch.18-19  Textbook (2) Ch.10-11 | | | | | | | | PPT Presentation  Case Discussion | |
| 12 | | Marketing Channels and Supply Chain Management | | | | | | | | | | | | | | | | Textbook (1) Ch.14  Textbook (1) Ch.12 | | | | | | | | PPT Presentation  Case Discussion | |
| 13 | | Integrated Marketing Communications | | | | | | | | | | | | | | | | Textbook (1) Ch.16  Textbook (2) Ch.14 | | | | | | | | PPT Presentation  Case Discussion | |
| 14 | | Neuromarketing & Entrepreneurial Marketing | | | | | | | | | | | | | | | | Note will be shared. | | | | | | | | Presentation  /Discussion | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | 1. Contemporary Marketing (2016), by Louis E. Boone, David L. Kurtz, 17. E., Cengage 2. Principles of Marketing (2015), by Philip Kotler, Gary Armstrong, 17. E., Pearson. | | | | | | | | | | | | | | | | | | | | | |
| **Course Notes** | | | | | | Case analyses are individual assignments and should be worked on independently cases will be distributed during the course. The case study delivery dates will be announced at the beginning of the semester. | | | | | | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | | 1) Marketing Türkiye, Pazarlama Dünyası.  2) Journal of Marketing, AMA,  3) Marketingturkiyetr (Instagram), Marketingbirds (Instagram), marketingholmes (Instagram), Ama\_marketing, marketingweek, marketingmeetup,markalarfisildiyor | | | | | | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | Slide sharing via WEB Page at the end of the chapter, other lecture notes. | | | | | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | | Effect | | | Notes | | | | | | | | | | | | | |
| ***Midterm Exam*** | | | | | | | 1 | | | | 40% | | |  | | | | | | | | | | | | | |
| ***Final Project*** | | | | | | | 1 | | | | 60% | | |  | | | | | | | | | | | | | |
| ***Total*** | | | | | | |  | | | | 100% | | |  | | | | | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | | **Number** | | | | | **Hours** | | | | | | | | | **Total** | | | |
| **Hours in Classroom** | | | | | | | | | | 14 | | | | | 3 | | | | | | | | | 42 | | | |
| **Hours out Classroom** | | | | | | | | | | 14 | | | | | 6 | | | | | | | | | 84 | | | |
| **Midterm Exam** | | | | | | | | | | 30 | | | | | 10 | | | | | | | | | 30 | | | |
| **Final Project** | | | | | | | | | | 30 | | | | | 10 | | | | | | | | | 30 | | | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | | | 186 | | | |
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