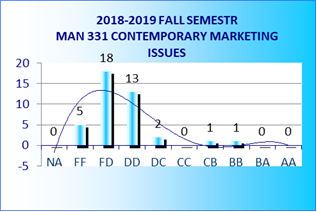
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| ***CAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS & ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Name** | | | | | | | | | | | | **Credit** | | | | | | | | | **ECTS** | | |
| MAN 331 | | | | Contemporary Marketing Issues | | | | | | | | | | | | (3-0-3) 3 | | | | | | | | | 6 | | |
| **Prerequisites** | | | | | | | | None | | | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | | English | | | | **Mode of Delivery** | | | | | | Online/ Face to face | | | | | | | | |
| **Type and Level of Course** | | | | | | | | | Compulsory /3.Year/Fall Semester | | | | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | | **Lecture Hours** | | | | | **Office Hours** | | | **Contacts** | | | | | | | |
| **Course Coordinator** | | | | | Assist. Prof Dr. Bülent ÖZER (IFN&MAN)  Assoc. Prof. Dr Eda YAŞA ÖZELTÜRKAY (ITL) | | | | | | | **Monday-Thursday**  09:40-12:20 of.hours:14:00-17:0 | | | | | **Thursday**  09:00-18:00 | | | | **bulentozer@cag.edu.tr**  **edayasa@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 with technology within the framework of the basic concepts and principles of marketing. At the same time, it is aimed to comprehend the effects of digital changes in the global world on marketing strategies, to identify current problems in marketing and to identify analytical thinking skills to select sustainability approaches. | | | | | | | | | | | | | | | | | | | | | | |
| **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: The Art and Science of Satisfying Customers | | | | | | | | | | | | | | | | Textbook (1) Ch.1  Textbook (2) Ch.1 | | | | | | | | PPT Presentation  Case Discussion | |
| 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 Marketing | | | | | | | | | | | | | | | | Business examples | | | | | | | | 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 | | Market Segmentation, Targeting and Positioning | | | | | | | | | | | | | | | | Textbook (1) Ch.9  Textbook (2) Ch.7 | | | | | | | | PPT Presentation  Case Discussion | |
| 8 | | Product and Service Strategies | | | | | | | | | | | | | | | | Textbook (1) Ch.12  Textbook (2) Ch.8 | | | | | | | | PPT Presentation  Case Discussion | |
| 9 | | Marketing Channels and Supply Chain Management | | | | | | | | | | | | | | | | Textbook (1) Ch.14  Textbook (1) Ch.12 | | | | | | | | PPT Presentation  Case Discussion | |
| 10 | | Retailers, Wholesalers, and Direct Marketers | | | | | | | | | | | | | | | | Textbook (2) Ch.15  Textbook (2) Ch. | | | | | | | | PPT Presentation  Case Discussion | |
| 11 | | Integrated Marketing Communications | | | | | | | | | | | | | | | | Textbook (1) Ch.16  Textbook (2) Ch.14 | | | | | | | | PPT Presentation  Case Discussion | |
| 12 | | Price and Pricing Strategies | | | | | | | | | | | | | | | | Textbook (1) Ch.18-19  Textbook (2) Ch.10-11 | | | | | | | | PPT Presentation  Case Discussion | |
| 13 | | Neuromarketing | | | | | | | | | | | | | | | | Note will be shared. | | | | | | | | Presentation  /Discussion | |
| 14 | | 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 | | | | | | | | | | | | | | | | | | | | | |
| **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 | | | | | | | | | | | | | |
| **Homework** | | | | | | | 1 | | | | 35% | | | Task (Individual) | | | | | | | | | | | | | |
| ***Case Study*** | | | | | | | 1 | | | | 15% | | | The case study will be shared. (group) | | | | | | | | | | | | | |
| ***Final Exam*** | | | | | | | 1 | | | | 50% | | | Final Exam | | | | | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | | **Number** | | | | | **Hours** | | | | | | | | | **Total** | | | |
| **Hours in Classroom** | | | | | | | | | | 14 | | | | | 3 | | | | | | | | | 42 | | | |
| **Hours out Classroom** | | | | | | | | | | 14 | | | | | 3 | | | | | | | | | 42 | | | |
| **Project** | | | | | | | | | | 1 | | | | | 30 | | | | | | | | | 30 | | | |
| **Case Study** | | | | | | | | | | 1 | | | | | 10 | | | | | | | | | 10 | | | |
| **Final Exam** | | | | | | | | | | 1 | | | | | 40 | | | | | | | | | 40 | | | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | | | 164 | | | |
| =164/30=5,4 | | | |
| 6 | | | |



**TASK**

**ITL331 Contemporary Marketing Issues – Instructions for the Assignment**

**Strand:** Context of modern marketing management

**Assessment:** Coping with the problems of today’s marketing environments

**Learning Outcomes:** Following this study the students will become skillful to:

* Assess and analyze the factors effecting the marketplace
* Discover the market dynamics and key players
* Develop marketing strategies and tactics
* Communicate the target audience and create efficient CRM forms

**Task Description**

Each student will investigate a certain Marketing Era of a well-known national company by obtaining secondary data. **The study should reveal the Marketing Era that the company is experiencing and must be argued depending on objective/clear evidence implied in the advertising copy, tagline or mentioned in annual report, mission statement etc. You should also discuss the ongoing marketing practices of the company and should report the findings in an academic writing format (APA/MLA). The report must be minimum three – maximum five A4 pages.**

* The report and the poster will be created on the computer and sent to **cmarketingiman331@gmail.com** after the fulfilment. Do not forget to put your name, student ID number and subject on your mails. The deadline for this study is December 15, 2021.

Success Criteria

1) Properly assess and reveal the Marketing Era that the company is experiencing and report.

2) Explain the strengths and weaknesses of the marketing strategy that the company pursues.

3) **Create a supportive marketing communication text for a clear and attractive POSTER that aims the target market.**

4) **You should employ at least one of the well-known LMS\* for the presentation.**

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\**Learning Management Systems*: CANVAS, RUBRIC, MOODLE, TalentLMS etc.