

1. Course Description

COURSE DESCRIPTION FORM	
Course Code and Title	TOS304 MARKETING
Course Semester	3
Catalog Description (Content) of the Course	The subject and scope of marketing, Strategic marketing, Marketing information system and marketing research, Ultimate and industrial consumer behavior and markets, Market segmentation, Target market selection and demand forecasts, product, Pricing, Retention, Distribution, Organization, Implementation and Auditing, International marketing, Service marketing, Direct marketing and internet marketing.
Main Textbook	Kotler, P., (1994), Marketing Management, Prentice Hall International Inc., 8th edition.
Supporting Textbooks	1. Pride, W., Ferrell, M., (1995), Marketing, Hough Mifflen Co., 9th edition. 2. Mucuk, İ., (2002), Pazarlama İlkeleri, Türkmen Kitabevi, 13. Baskı.
Course Credit (ECTS)	3
Prerequisites of the Course (Compulsory attendance should be indicated here.)	There is no prerequisite or co-requisite for this course.
Type of the Course	Elective
Instruction Language of the Course	Turkish
Object and Target of the Course	To emphasize the importance and place of basic marketing components such as product, price, promotion and distribution in business and marketing, introduction of general concepts and applications, teaching necessary strategies and policies.
Learning Outcomes of the Course	Gaining backround about determining policy, Strategy and tactics based on basic marketing mix and to learn its use on marketing applications.
Mode of Delivery	The mode of delivery of this course is face to face.
	1. Week Basic concepts of marketing: Marketing subject and scope, Development of marketing, Marketing understanding. 2. Week Marketing environment: Macro and micro environment factors affecting marketing system and marketing, Strategic planning, Marketing management process. Marketing information system (PBS) and market research (PA): the need for information for marketing decisions, PBS and marketing, PA process and planning, the main data collection methods in PA. 3. Week Ultimate consumer markets and consumer behaviors: market and consumer types, demographic and economic characteristics of consumer markets, factors affecting consumer behavior, consumer buying decision process. Industrial markets and industrial buyer behaviors: nature of industrial markets, importance and types, structure and characteristics of industrial market, industrial buyer behavior. 4. Week Market segmentation, target market selection and demand forecasts: Main market segmentation criteria, Target market selection strategies, Market assessments and sales forecasts.

	5. Week Midterm Exam I, product: product and related concepts as decision variant, classification, product planning, new product development, product life cycle, brand, packaging, service and quality strategies, product differentiation, fashion event.																																								
	6. Week Price and pricing: Advantages of price as a decision maker, Pricing targets, Pricing methods in practice, New product pricing strategies, Price elasticity.																																								
	7. Week Promotion: Decision making as variables, Preference and effects, Communication process and promotion functions, Main methods of promotion.																																								
	8. Week Advertisement and sales promotion: Objectives of advertising, Types, Selection of advertising media and advertising messages, Organization of advertising department, Promotion and public relations.																																								
	9. Week Personal sales and sales management: Place and importance of personal sales in marketing, Sales duties and types of sellers, Steps of sales process, Sales management.																																								
	10. Week Midterm Exam II, Distribution, distribution channels and physical distribution: distribution channels, selection of distribution channel, main distribution policies, physical distribution.																																								
	11. Week Organization and supervision in marketing management: nature and importance of organization, marketing department in business, organization of marketing department, supervision.																																								
	12. Week International marketing: reasons of outsourcing of enterprises and international marketing management, environmental factors affecting international marketing, types of entry into international markets.																																								
	13. Week Service marketing: Definition and types of services, Marketing understanding in service businesses, Marketing strategies in service businesses.																																								
	14. Week Direct marketing and internet marketing: Definition of direct marketing, its aims, benefits, main types of direct marketing, electronic commerce and internet marketing, characteristics of users of internet, marketing strategies on internet.																																								
Educative Activities (Credit will be determined based on the time given for these activities. Should be filled carefully.)	Theoretical Study Hours of Course Per Week Searching in Internet and Library Mid-Term and Studying for Mid-Term Final and Studying for Final																																								
Assessment Criteria	<table><tr><td></td><td>Quantity</td><td>Total Contribution (%)</td><td></td></tr><tr><td>Midterm</td><td>2</td><td>60</td><td></td></tr><tr><td>Homework</td><td>0</td><td>0</td><td></td></tr><tr><td>Assignment</td><td>0</td><td>0</td><td></td></tr><tr><td>Projects</td><td>0</td><td>0</td><td></td></tr><tr><td>Practice</td><td>0</td><td>0</td><td></td></tr><tr><td>Quiz</td><td>0</td><td>0</td><td></td></tr><tr><td>Contribution of In-term Studies to Overall Grade</td><td></td><td>60</td><td></td></tr><tr><td>Contribution of Final Examination to Overall Grade</td><td></td><td>40</td><td></td></tr><tr><td>Attendance</td><td></td><td></td><td></td></tr></table>		Quantity	Total Contribution (%)		Midterm	2	60		Homework	0	0		Assignment	0	0		Projects	0	0		Practice	0	0		Quiz	0	0		Contribution of In-term Studies to Overall Grade		60		Contribution of Final Examination to Overall Grade		40		Attendance			
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Workload of the Course	Activity		Total Week Count	Weekly Duration (in hour)	Total Workload in Semester				
	Theoretical Study Hours of Course Per Week		14	3	42				
	Practicing Hours of Course Per Week				0				
	Reading				0				
	Searching in Internet and Library		5	3	15				
	Designing and Applying Materials				0				
	Preparing Reports				0				
	Preparing Presentation				0				
	Presentation				0				
	Mid-Term and Studying for Mid-Term		2	10	20				
	Final and Studying for Final		1	10	10				
	Other				0				
	Total work load				87				
	Total work load/25				3,48				
	ECTS of the course				3				
Course's Contribution To Program	No	Program Learning Outcomes			1	2	3	4	5
	1	Adequate knowledge in mathematics, science and engineering subjects pertaining to the relevant discipline; ability to use theoretical and applied information in these areas to model and solve engineering problems.							
	2	Ability to identify, formulate, and solve complex engineering problems; ability to select and apply proper analysis and modeling methods for this purpose.							
	3	Ability to design a complex system, process, device or product under realistic constraints and conditions, in such a way as to meet the desired result; ability to apply modern design methods for this purpose.							
	4	Ability to devise, select, and use modern techniques and tools needed for engineering practice; ability to employ information technologies effectively.							
	5	Ability to design and conduct experiments, gather data, analyze and interpret results for investigating engineering problems.							
	6	Ability to work efficiently in intra-disciplinary teams.			X				
	7	Ability to work efficiently in multi-disciplinary teams;							
	8	Ability to work individually.							
	9	Ability to communicate effectively in Turkish/English, both orally and in writing; Ability to write effective reports and comprehend written reports, make effective presentations,			X				
	10	Prepare design and production reports, give and receive clear and intelligible instructions.							
	11	Recognition of the need for lifelong learning; ability to access information, to			X				

		follow developments in science and technology, and to continue to educate him/herself.					
	12	Awareness of professional and ethical responsibility.			X		
	13	Information about business life practices such as project management, risk management, and change management.					
	14	Information about awareness of entrepreneurship, innovation, and sustainable development.					
	15	Knowledge about contemporary issues and the global and societal effects of engineering practices on health, environment, and safety.					
	16	Knowledge about awareness of the legal consequences of engineering solutions.		X			
	17	Knowledge on standards used in engineering practice.					
Name of Lecturer(s) and Contact Information		Prof. Dr. Güven ÜNAL					