



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

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|------------------------|----------------------------|--|-----|
| Department Name | INTERNATIONAL TRADE | Dept. Numeric Code | 3 3 |
| Course Code | I N T T 3 0 4 | Number of Weekly Lecture Hours | 3 |
| | | Number of Weekly Lab/Tutorial Hours | 0 |
| Course Web Site | http:// xxx.cankaya.edu.tr | Number of Credit Hours | 3 |
| | | ECTS Credit | 0 6 |

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

| | |
|--------------------------------|-------------------------------------|
| English Name | Marketing Management and Strategies |
| Turkish Name | Pazarlama Yönetimi ve Stratejileri |
| Mode of Delivery | Lecture |
| Language of Instruction | English |

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

Marketing strategy is concerned with finding sustainable ways for organisations to compute in a continuously changing world. Strategic emphasis helps organizations orient themselves to key external factors such as consumers and competition.

| | | | | |
|---|--|--|---|-----------------|
| Prerequisites (if any) <i>Give course codes and check all that are applicable.</i> | 1 st | 2 nd | 3 rd | 4 th |
| | <input type="checkbox"/> Consent of the Instructor | <input type="checkbox"/> Senior Standing | <input type="checkbox"/> Give others, if any. | |
| Co-requisites (if any) | 1 st | 2 nd | 3 rd | 4 th |
| | | | | |
| Course Type <i>Check all that are applicable</i> | <input checked="" type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input type="checkbox"/> Elective course for dept. <input type="checkbox"/> Elective course for other dept.(s) | | | |

Part II. Detailed Course Information**Course Objectives***Maximum 100 words.*

To teach students the importance of strategic planning and marketing activities which must be coordinated with the number of environmental factors that are largely outside the control of individual organizations.

Learning Outcomes*Explain the learning outcomes of the course. Maximum 10 items.*

1. Equip students with analytical thinking abilities,
2. Enable them to understand the interrelations between different functional departments of the organizations and competitive world.

Textbook(s)*List the textbook(s), if any, and other related main course material.*

| Author(s) | Title | Publisher | Publication Year | ISBN |
|----------------------------------|----------------------|------------------|------------------|-------------------|
| Douglas Dalrymple and L. Parsons | Marketing Management | John Wiley& Sons | 2013 | 13:978-0471332381 |
| | | | | |
| | | | | |

Reference Books*List, if any, other reference books to be used as supplementary material.*

| Author(s) | Title | Publisher | Publication Year | ISBN |
|-----------|-------|-----------|------------------|------|
| | | | | |
| | | | | |

Teaching Policy*Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Lecture and home works

Laboratory/Studio Work*Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.***Computer Usage***Briefly describe the computer usage and the hardware/software requirements for the course.*

| Course Outline <i>List the weekly topics to be covered.</i> | | | | | | | | |
|---|--|------------|-----------------|----------|------------|-----------------|----------|------------|
| Week | Topic(s) | | | | | | | |
| 1 | An overview of Marketing | | | | | | | |
| 2 | Understanding the Buyer | | | | | | | |
| 3 | Understanding the Environment and the Competition | | | | | | | |
| 4 | Marketing Planning | | | | | | | |
| 5 | Marketing Research and Information | | | | | | | |
| 6 | Forecasting+ Market Segmentation, Positioning and Branding | | | | | | | |
| 7 | Mid-term Exam | | | | | | | |
| 8 | Product and Service Decisions | | | | | | | |
| 9 | New Products | | | | | | | |
| 10 | Pricing Decisions | | | | | | | |
| 11 | Distribution Decisions | | | | | | | |
| 12 | Designing Effective Promotion and Advertising Strategies | | | | | | | |
| 13 | Direct Marketing, Sales Promotion and Public Relations | | | | | | | |
| 14 | Selling and Sales Management | | | | | | | |
| Grading Policy <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i> | | | | | | | | |
| Assessment Tool | Quantity | Percentage | Assessment Tool | Quantity | Percentage | Assessment Tool | Quantity | Percentage |
| Mid-term | 1 | 40 | | | | | | |
| Final | 1 | 50 | | | | | | |
| Home works | 2 | 10 | | | | | | |
| | | | | | | | | |

| ECTS Workload <i>List all the activities considered under the ECTS.</i> | | | |
|---|----------|------------------|------------------------|
| Activity | Quantity | Duration (hours) | Total Workload (hours) |
| Attending Lectures (<i>weekly basis</i>) | 1 | 3 | 3 |
| Attending Labs/Recitations (<i>weekly basis</i>) | - | - | - |
| Compilation and finalization of course/lecture notes (<i>weekly basis</i>) | 1 | 10 | 10 |
| Collection and selection of relevant material (<i>once</i>) | 1 | 10 | 10 |
| Self study of relevant material (<i>weekly basis</i>) | 1 | 10 | 10 |
| Take-home assignments | | | |
| Preparation for quizzes | | | |
| Preparation for mid-term exams (<i>including the duration of the exams</i>) | 1 | 40 | 40 |
| Preparation of term paper/case-study report (<i>including oral presentation</i>) | | | |
| Preparation of term project/field study report (<i>including oral presentation</i>) | | | |
| Preparation for final exam (<i>including the duration of the exam</i>) | 1 | 40 | 40 |
| TOTAL WORKLOAD / 25 | | | 113/25=4,52 |
| ECTS Credit | | | 5 |

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

| No | Program Qualifications | Contribution | | | | |
|----|---|--------------|---|---|---|---|
| | | 0 | 1 | 2 | 3 | 4 |
| 1 | Be able to understand the relationships of several aspects of doing business globally within an interdisciplinary approach. | | | | | X |
| 2 | Have necessary and sufficient knowledge as well as the analytical ability to evaluate his/her knowledge and information in his/her field. | | | | X | |
| 3 | Be able to adapt to rapidly changing global business environment and be open to new ideas and business practices. | | | | | X |
| 4 | Have necessary skills required to implement his/her knowledge in real life situations and to develop an effective problem solving and decision making capabilities. | | | | X | |
| 5 | Have the sufficient technical knowledge and the ability to improve his/her professional qualifications. | | | | X | |
| 6 | Be able to understand and evaluate the problems in his/her field and to discuss and express his/her opinions clearly. | | | | | X |
| 7 | Be able to understand the obstacles he/she faces in his/her field and to criticize them within an analytical point of view. | | | | X | |
| 8 | Be able to propose possible solutions to problems faced within both national and international arena with an understanding of the importance of life-long learning and social responsibilities. | | X | | | |
| 9 | Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data. | | | X | | |
| 10 | Be able to learn the second foreign language, if taken, at least in the European Language Portfolio B1 General Level | | X | | | |
| 11 | Be able to work both independently and as a team member to solve problems in his/her field. | | | | | X |
| 12 | Develop effective communication skills. | | | X | | |

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest