

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details					
Code				Academic Year	Semester
BM006				1	Elective
Title	T	A	L	ECTS	
Strategic Marketing	3	0	0	6	
Language	English				
Level	Undergraduate		Graduate	X	Postgraduate
Department / Program	Business Management				
Forms of Teaching and Learning	Face to face				
Course Type	Compulsory		Elective	X	
Objectives	Learning the strategic marketing actions of companies and designing strategic applications through the transfer of qualitative and quantitative concepts and methods used for analysis and understanding of strategic marketing dimensions.				
Content	Strategic marketing decisions, strategies related to demand and supply sides, determination of relevant markets, analysis of competitive dimensions (price, quality, target) and the effect of internal and external regulations on strategies.				
Prerequisites	-				
Coordinator	Prof. Dr. Ela Sibel BAYRAK MEYDANOĞLU				
Lecturer(s)	-				
Assistant(s)	-				
Work Placement	-				
Recommended or Required Reading					
Books / Lecture Notes	Backhaus, K./Schneider, H., Strategisches Marketing, 2. Auflage, 2009.				
Other Sources	-				
Additional Course Material					
Documents	-				
Assignments	-				
Exams	-				
Course Composition					
Mathematics und Basic Sciences					%
Engineering					%
Engineering Design					%
Social Sciences					40%
Educational Sciences					%

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Natural Sciences			%
Health Sciences			%
Expert Knowledge			60%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		40
Quiz			
Assignments			
Attendance			
Recitations			
Projects			
Final Exam	1		60
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	48	48
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48
		Total Work Load	180
		ECTS Points (Total Work Load / Hour)	6
Learning Outcomes			
1	Students can analyze and understand strategic marketing decisions based on acquired concepts and methods.		
2	Students can determine strategic marketing decisions with the learned framework.		
Weekly Content			
1	Introduction to Strategic Marketing		
2	Comparative Advantage (CA) as the Basis for Marketing		
3	The Elements of CA 1		
4	The Elements of CA 2		

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5	Market Segmentation
6	Price Leader Strategy 1
7	Price Leader Strategy 2
8	Quality Leader Strategy 1-2
9	Midterm Exam
10	Time Leader Strategy 1
11	Time Leader Strategy 2
12	Generic or hybrid marketing strategies
13	Exogenous and endogenous rules of the game
14	Dynamic view of strategic marketing
15	Case Studies

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	4	4	5	5	4	3	4	5	3	4	3	3	3
2	4	4	5	5	4	3	4	5	3	4	3	3	3

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by: Asst. Prof. Dr. Alexander DREYER

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