

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

Course Details				
<b>Code</b>	<b>Academic Year</b>			<b>Semester</b>
BM109	1			1
<b>Title</b>	<b>T</b>	<b>A</b>	<b>L</b>	<b>ECTS</b>
Marketing Management	3	0	0	6
<b>Language</b>	English			
<b>Level</b>	<b>Undergraduate</b>	<b>Graduate</b>	<b>X</b>	<b>Postgraduate</b>
<b>Department / Program</b>	Business Management			
<b>Forms of Teaching and Learning</b>	Face to face			
<b>Course Type</b>	<b>Compulsory</b>	<b>X</b>	<b>Elective</b>	
<b>Objectives</b>	The aim of the course is to provide students gaining knowledge on the marketing management process, market opportunities, strategic marketing programs as well as on the instruments for measuring marketing performance.			
<b>Content</b>	The course is focused on the following topics : <ul style="list-style-type: none"> <li>- Marketing management process</li> <li>- Market opportunities</li> <li>- Strategic marketing programs</li> <li>- Controlling of marketing programs</li> </ul>			
<b>Prerequisites</b>	-			
<b>Coordinator</b>	-			
<b>Lecturer(s)</b>	-			
<b>Assistant(s)</b>	-			
<b>Work Placement</b>	-			
Recommended or Required Reading				
<b>Books / Lecture Notes</b>	<ul style="list-style-type: none"> <li>- John Mullins &amp; Orville Walker : Marketing Management: A Strategic Decision Making Approach, McGraw-Hill Education, 8 edition, 2012.</li> <li>- Philip T. Kotler (Author), Kevin Lane Keller (Author): Marketing Management, Pearson, 14 edition, 2011.</li> </ul>			
<b>Other Sources</b>	<ul style="list-style-type: none"> <li>- Mark Johnston &amp; Greg Marshall: Marketing Management, McGraw-Hill Education, 3 edition, 2018.</li> </ul>			
Additional Course Material				
<b>Documents</b>	Lecture Notes			
<b>Assignments</b>	-			
<b>Exams</b>	-			
Course Composition				
<b>Mathematics und Basic Sciences</b>				%
<b>Engineering</b>				%

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Engineering Design			%
Social Sciences			%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge			100%
<b>Assessment</b>			
<b>Activity</b>	<b>Count</b>		<b>Percentage (%)</b>
Midterm Exam	1		40
Quiz			
Assignments			
Attendance			
Recitations			
Projects			
Final Exam	1		60
<b>Total</b>			<b>100</b>
<b>ECTS Points and Work Load</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Work Load (Hours)</b>
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	40	40
Recitations			
Laboratory			
Projects			
Final Exam	1	56	56
<b>Total Work Load</b>			<b>180</b>
<b>ECTS Points (Total Work Load / Hour)</b>			<b>6</b>
<b>Learning Outcomes</b>			
<b>1</b>	Gaining knowledge on marketing management process, market opportunities, strategic marketing programs, and controlling of marketing programs		
<b>2</b>	Applying the gained knowledge for solving problems related to marketing management		
<b>Weekly Content</b>			
<b>1</b>	Marketing Management Process		
<b>2</b>	Developing Strategic Marketing Programs: Product Decision, Pricing Decision		

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3	Developing Strategic Marketing Programs: Distribution Channel Decision, Integrated Marketing Communication Decision
4	Market Opportunity Analysis: Understanding Consumer Buyer Behavior
5	Market Opportunity Analysis: Forecasting and Market Knowledge
6	Market Opportunity Analysis: Differentiation and Brand Positioning
7	Case Studies
8	Marketing Strategies for Digitally Networked World
9	Midterm Exam
10	Marketing Strategies for New and Growing Markets
11	Marketing Strategies for Mature and Declining Markets
12	Case Studies
13	Implementing and Controlling Marketing Programs: Organizing and Planning for Effective Implementation
14	Implementing and Controlling Marketing Programs: Measuring and Delivering Marketing Performance
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	5	3	5	5	3	3	3	5	3	4	3	3	3
2	5	3	5	5	3	3	3	5	3	4	3	3	3

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

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