|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course Details | | | | | | | | | | | | | | | | | | | |
| Code | | | | | | | | | | | | | | **Academic Year** | | | | | **Semester** |
| BE016 | | | | | | | | | | | | | | 2021-2022 | | | | | Elective |
| Title | | | | | | | | | | | | | | **T** | **A** | | **L** | | **ECTS** |
| Marketing Theory | | | | | | | | | | | | | | 3 | 1 | | 0 | | 10 |
|  | | | | | | | | | | | | | | | | | | | |
| Language | | | | | English | | | | | | | | | | | | | | |
| Level | | | | | **Master** |  | | | **Doctorate** | | | **X** | | | | | | | |
| Department / Program | | | | | PhD in Business and Economics | | | | | | | | | | | | | | |
| Forms of Teaching and Learning | | | | | Face to Face | | | | | | | | | | | | | | |
| Course Type | | | | | **Compulsory** | | |  | | | | | **Elective** | | | | | **X** | |
| Objectives | | | | | The aim of the course is to discuss marketing theories. Theories that form the basis of classical and current research in marketing will be examined through weekly readings. Courses will be taught by in-depth discussion and comparison of articles published in indexed journals and by examining methodological approaches in the articles. | | | | | | | | | | | | | | |
| Content | | | | | * Historical development of the definition of marketing * Conceptual debates on whether marketing is a science or an art * The process of expanding the marketing concept * School of thought of Marketing Theory * The position of Marketing Theory within the current paradigm | | | | | | | | | | | | | | |
| Prerequisites | | | | |  | | | | | | | | | | | | | | |
| Coordinator | | | | |  | | | | | | | | | | | | | | |
| Lecturer(s) | | | | |  | | | | | | | | | | | | | | |
| Assistant(s) | | | | |  | | | | | | | | | | | | | | |
| Work Placement | | | | | None | | | | | | | | | | | | | | |
|  | | | | |  | | | | | | | | | | | | | | |
| Recommended or Required Reading | | | | | | | | | | | | | | | | | | | |
| Books / Lecture Notes | | | Marketing Theory: Evolution and Evaluation (Wiley Theories in Marketing); Jagdish N. Sheth; 2007 | | | | | | | | | | | | | | | | |
| Other Sources | | |  | | | | | | | | | | | | | | | | |
| Additional Course Material | | | | | | | | | | | | | | | | | | | |
| Documents | | | * Scientific articles | | | | | | | | | | | | | | | | |
| Assignments | | |  | | | | | | | | | | | | | | | | |
| Exams | | |  | | | | | | | | | | | | | | | | |
| Course Composition | | | | | | | | | | | | | | | | | | | |
| Social Sciences | | |  | | | | | | | | | | | | | 100% | | | |
| Educational Sciences | | |  | | | | | | | | | | | | | % | | | |
| Natural Sciences | | |  | | | | | | | | | | | | | % | | | |
| Health Sciences | | |  | | | | | | | | | | | | | % | | | |
| Expert Knowledge | | |  | | | | | | | | | | | | | % | | | |
| Assessment | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | | | | | | **Percentage (%)** | | | |
| Midterm Exam | | |  | | | | | | | | | | | | |  | | | |
| Quiz | | |  | | | | | | | | | | | | |  | | | |
| Assignments | | | 2 | | | | | | | | | | | | | 40 | | | |
| Attendance | | | Attendance Obligation min. 60% (9 lectures) | | | | | | | | | | | | | 0 | | | |
| Recitations | | |  | | | | | | | | | | | | |  | | | |
| Presentations | | | 2 | | | | | | | | | | | | | 60 | | | |
| Projects | | |  | | | | | | | | | | | | |  | | | |
| Final Exam | | |  | | | | | | | | | | | | |  | | | |
| Total | | | | | | | | | | | | | | | | **100** | | | |
| ECTS Points and Work Load | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | **Duration** | | | | | **Work Load (Hours)** | | | |
| Lectures | | | 14 | | | | | | | | 4 | | | | | 56 | | | |
| Self-Study | | | 14 | | | | | | | | 4 | | | | | 56 | | | |
| Assignments | | | 2 | | | | | | | | 28 | | | | | 56 | | | |
| Presentation / Seminar Preparation | | | 2 | | | | | | | | 56 | | | | | 112 | | | |
| Midterm Exam | | |  | | | | | | | |  | | | | |  | | | |
| Recitations | | |  | | | | | | | |  | | | | |  | | | |
| Laboratory | | |  | | | | | | | |  | | | | |  | | | |
| Projects | | |  | | | | | | | |  | | | | |  | | | |
| Final Exam | | |  | | | | | | | |  | | | | |  | | | |
| Total Work Load | | | | | | | | | | | | | | | | **280** | | | |
| ECTS Points (Total Work Load / 28) | | | | | | | | | | | | | | | | **10** | | | |
|  | | | | | | | | | | | | | | | |  | | | |
| Course Learning Outcomes | | | | | | | | | | | | | | | | | | | |
| 1 | Gaining knowledge about previous studies and current research questions in marketing theories. | | | | | | | | | | | | | | | | | | |
| 2 | Gaining knowledge about the theories of marketing. | | | | | | | | | | | | | | | | | | |
| 3 | Developing the ability to critically analyze methodological approaches in scientific journal articles. | | | | | | | | | | | | | | | | | | |
| 4 | Being able to create own research questions. | | | | | | | | | | | | | | | | | | |
| Weekly Content | | | | | | | | | | | | | | | | | | | |
| 1 | Introduction to the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 2 | Introduction to the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 3 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 4 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 5 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 6 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 7 | Student Presentations | | | | | | | | | | | | | | | | | | |
| 8 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 9 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 10 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 11 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 12 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 13 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 14 | Readings on the Marketing Theory | | | | | | | | | | | | | | | | | | |
| 15 | Student Presentations | | | | | | | | | | | | | | | | | | |
| Contribution of Learning Outcomes to Program Objectives (1-5) | | | | | | | | | | | | | | | | | | | |
| CLO | **P1** | | | **P2** | | | **P3** | | |
| 1 | 5 | | | 3 | | | 3 | | |
| 2 | 5 | | | 3 | | | 3 | | |
| 3 | 5 | | | 3 | | | 3 | | |
| 4 | 5 | | | 3 | | | 3 | | |
| Contribution Level | | 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | |
| Compiled by: | | Sub-Department of Production Management and Marketing | | | | | | | | | | | | | | | | | |
| Date of Compilation: | | 17.05.2021 | | | | | | | | | | | | | | | | | |