|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course Details | | | | | | | | | | | | | | | | | | | |
| Code | | | | | | | | | | | | | | **Academic Year** | | | | | **Semester** |
| BE018 | | | | | | | | | | | | | | 2021-2022 | | | | | Elective |
| Title | | | | | | | | | | | | | | **T** | **A** | | **L** | | **ECTS** |
| Contemporary Issues in Marketing | | | | | | | | | | | | | | 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 the theories and issues in contemporary marketing research. Theories underpinning research on current issues in marketing will be studied 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 | | | | | Topics such as; Multi-Channel Marketing, Sustainable Marketing, Digital Marketing, Social Marketing, Experience Marketing, Relationship Marketing | | | | | | | | | | | | | | |
| Prerequisites | | | | |  | | | | | | | | | | | | | | |
| Coordinator | | | | |  | | | | | | | | | | | | | | |
| Lecturer(s) | | | | |  | | | | | | | | | | | | | | |
| Assistant(s) | | | | |  | | | | | | | | | | | | | | |
| Work Placement | | | | | None | | | | | | | | | | | | | | |
|  | | | | |  | | | | | | | | | | | | | | |
| Recommended or Required Reading | | | | | | | | | | | | | | | | | | | |
| Books / Lecture Notes | | | - | | | | | | | | | | | | | | | | |
| 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 | | |  | | | | | | | | | | | | |  | | | |
| Presentation | | | 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 | | | 2 | | | | | | | | 56 | | | | | 112 | | | |
| Final Exam | | |  | | | | | | | |  | | | | |  | | | |
| Total Work Load | | | | | | | | | | | | | | | | **280** | | | |
| ECTS Points (Total Work Load / 28) | | | | | | | | | | | | | | | | **10** | | | |
| Course Learning Outcomes | | | | | | | | | | | | | | | | | | | |
| 1 | Gaining knowledge about contemporary issues and research questions in marketing. | | | | | | | | | | | | | | | | | | |
| 2 | Gaining knowledge about contemporary theories in 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 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 2 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 3 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 4 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 5 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 6 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 7 | Student Presentations | | | | | | | | | | | | | | | | | | |
| 8 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 9 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 10 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 11 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 12 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 13 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 14 | Readings on Current Issues in Marketing | | | | | | | | | | | | | | | | | | |
| 15 | Student Presentations | | | | | | | | | | | | | | | | | | |
| Contribution of Learning Outcomes to Program Objectives (1-5) | | | | | | | | | | | | | | | | | | | |
| CLO | **P1** | | | **P2** | | | **P3** | | |
| 1 | 5 | | | 4 | | | 3 | | |
| 2 | 5 | | | 4 | | | 3 | | |
| 3 | 5 | | | 4 | | | 3 | | |
| 4 | 5 | | | 4 | | | 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 | | | | | | | | | | | | | | | | | |