|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course Details | | | | | | | | | | | | | | | | | | | |
| Code | | | | | | | | | | | | | | **Academic Year** | | | | | **Semester** |
| BE019 | | | | | | | | | | | | | | 2021-2022 | | | | | Elective |
| Title | | | | | | | | | | | | | | **T** | **A** | | **L** | | **ECTS** |
| Strategic Marketing Applications | | | | | | | | | | | | | | 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 strategic marketing. Theories that form the basis of classical and current research on strategic 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 | | | | | * Processes of Marketing Strategy and Planning * Classic and Current Theories in Marketing Strategy * Case Studies on Marketing Strategies | | | | | | | | | | | | | | |
| Prerequisites | | | | | - | | | | | | | | | | | | | | |
| Coordinator | | | | | - | | | | | | | | | | | | | | |
| Lecturer(s) | | | | | - | | | | | | | | | | | | | | |
| Assistant(s) | | | | | - | | | | | | | | | | | | | | |
| Work Placement | | | | | None | | | | | | | | | | | | | | |
| Recommended or Required Reading | | | | | | | | | | | | | | | | | | | |
| Books / Lecture Notes | | | * Chernev, A. (2019). Strategic marketing management: Theory and practice. Cerebellum Press. * Abratt, R., & Bendixen, M. (2018). Strategic marketing: concepts and cases. Routledge. | | | | | | | | | | | | | | | | |
| 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 the area of ​​strategic marketing. | | | | | | | | | | | | | | | | | | |
| 2 | Gaining knowledge about the theories of strategic 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 Strategic Marketing | | | | | | | | | | | | | | | | | | |
| 2 | Introduction to Strategic Marketing | | | | | | | | | | | | | | | | | | |
| 3 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 4 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 5 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 6 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 7 | Student Presentations | | | | | | | | | | | | | | | | | | |
| 8 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 9 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 10 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 11 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 12 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 13 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 14 | Readings on Strategic Marketing Theory | | | | | | | | | | | | | | | | | | |
| 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 | | | 5 | | | 3 | | |
| 4 | 5 | | | 5 | | | 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 | | | | | | | | | | | | | | | | | |