

Antalya Bilim University
Department of Business Administration, BUSI 231
Introduction to Marketing

“Marketing is everywhere. Formally or informally, people and organizations engage in a vast number of activities that could be called marketing. Good marketing has become increasingly vital ingredient for business success. And marketing profoundly affects our day-to-day lives. It is embedded in everything we do-from the clothes we wear, to the Web sites we click on, to the ads we see...” (Kotler and Keller)

Demanding customers, fast-changing technologies, increasing global competition, deregulation and social changes in global markets have created new challenges and opportunities for a wide range of businesses all over the world. These challenges and opportunities require organizations to develop sound marketing strategies to anticipate and respond to the constantly changing environment. The course focuses on providing an introduction to the basic principles of marketing and covering key marketing concepts and processes such as managing customer relationships, marketing planning, understanding customers, competitors, and marketplace, developing marketing strategies. Concepts and issues at the strategic level of marketing as well as specific analytical approaches and tools needed for marketing decisions will be covered.

The course will be delivered via a blend of interactive class discussion, exercises, and case analyses.

Course book:

Philip Kotler and Gary Armstrong, Principles of Marketing, 15th Ed., Pearson Global Edition, 2015 ISBN-13 978-0-273-78699-3

Students are responsible to get a hard copy of the course book.

Recommended readings:

Additional reading material will be provided by the lecturer.

Developing Graduate Attributes

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

- 1) **Assignments (30%):** Assignments make up 30 % of your overall course grade. Students are expected to read the assigned chapters and other readings before the class. They are expected to participate class discussions and present their views and answer questions. Students are required to exhibit proper discipline, behavior, and responsibility.

Assignment 1 (10%): Case Study Analysis

- This is a GROUP study. (10 points group grade)
- Each group will be presenting the case article assigned to the group regarding the chapter we will be discussing during the class. Each week there will be a group presentation.
- Articles will be sent to each group before each week.
- Powerpoint presentation is a MUST. Number of slides and other materials are up to the group and you have 30-45 minutes along with the questions.
- Print outs of the articles is a MUST and should be ready to deliver to the students in the classroom before the group presentation takes place.

Assignment 2 (20%): Marketing Plan

- This is a GROUP study. (10 points group grade plus 10 points individual grade)
 - In this group project, as a team you are required to market and sell **a product (tangible) or a service (intangible)** by using a marketing plan where you will find the opportunity to use the basic marketing concepts and principles (applying 4P marketing mix) applied during the courses.
 - **See syllabus appendix for marketing plan project details and rubrics for PPT grading.**
 - PowerPoint presentation: Each team will have **45-60 minutes** to present. **Each team member has to make the actual presentation though. No written paper; only powerpoint presentation and PPT print outs must be submitted to the instructor in the beginning of the class.**
- 2) **Midterm (30%):** Students are responsible for all class material covered until the midterm exam. Exam will be MULTIPLE CHOICE or essay type.
- 3) **Final exam (40%):** Students are responsible for all class material covered after the midterm exam. Exam will be MULTIPLE CHOICE or essay type.

Course Schedule

WEEK 1 (starting Sep 16 2019) Introduction to the Course, Definition and Principles of Branding, Marketing and Sales

Kotler, Armstrong Chapter 1, pp. 24-60

WEEK 2 Company and Marketing Strategy; Partnering to Build Customer Relationships

Kotler, Armstrong Chapter 2, pp. 24-60

WEEK 3 Analyzing the Marketing Environment

Kotler, Armstrong Chapter 3, pp. 90-188

WEEK 4 Managing Marketing Information to Gain Customer Insights

Kotler, Armstrong Chapter 4, pp. 90-188

WEEK 5 Consumer Markets and Consumer Market Behavior

Kotler, Armstrong Chapter 5, pp. 90-188

WEEK 6 Business Market and Business Buyer Behavior

Kotler, Armstrong Chapter 6, pp. 90-188

WEEK 7 Customer Driven Marketing Strategy and Creating Value for Target Customers

Kotler, Armstrong Chapter 7, pp. 212-514

WEEK 8 Midterm Exam

WEEK 9 Products, Services and Brands Building Customer Value

Kotler, Armstrong Chapter 8, pp. 212-514

WEEK 10 New Product Development and Product Life Cycle Strategies

Kotler, Armstrong Chapter 9, pp. 212-514

WEEK 11 Marketing Channels; Delivering Customer Value and Communicating Customer Value; Integrated Marketing Communications Strategy

Kotler, Armstrong Chapter 12 and 14, pp. 212-514

WEEK 12 Advertising and Public Relations

Kotler, Armstrong Chapter 15, pp. 212-514

WEEK 13-14 Group Presentation Weeks (Assignment #2)

Grading Policy:

Assignment #1	10% (Group Project; 10 Group grade)
Assignment #2	20% (Group Project; 10 Group grade and 10 Individual grade)
Midterm exam	30%
Final exam	40%

Letter Grading: Passing grade is 50 out of 100. Letter grades are TBA.

***** This syllabus is subject to change based on Professor's inquiry.**