 **İZMİR INSTITUTE of TECHNOLOGY**

**General Culture Courses Department**

**202\*- 202\* Fall/Spring Semester / Syllabus**

**MAN 216 INTRODUCTION to MARKETING [**(3+0) 3 credits 5 ECTS]

**Lecture Time:** \*\*\*\*day \_ . \_ / \_ . \_

**Classroom:** Department of Culture Courses Building Classroom \*

Microsoft Teams code \*\*\*\*\*\*\*

**Instructor:** Ebru Aslan Çallıoğlu  **e-mail: \*\*\*\*\*\*\*\*\***@iyte.edu.tr +90 (232) 750 \*\* \*\*

@Department of Culture Courses Building Room:4

**Office Hours:** \*\*\*\*day \_ . \_ / \_ . \_ and \*\*\*\*day \_ . \_ / \_ . \_

Anytime by making an appointment by either e-mail or via Teams chat

**Course Description:** This course aims to introduce to students the world of marketing. At the end of the semester, students could be able to identify and explain the important concepts in marketing. Moreover, this course will enable students to be prepared to study more advanced and contemporary issues in marketing in the following career orientations.

**Learning Objectives:** By completion of the course, you will be to

1. identify and articulate the key ideas, concepts and theories associated with the science and practice of marketing
2. link marketing and corporate strategies
3. discuss ethics and social responsibility in marketing
4. scan the marketing environment
5. compare theoretical concepts in real-world cases
6. aware of interpersonal and critical thinking skills

**Teaching Methods and Techniques:** Due to the introductory nature of the course and the class, the lectures will be conducted mostly with direct instruction by the lectures, presentations, and demonstrations. Progress over the content through the semester with case studies and discussions in the classroom leads to peer learning and article review assignments lead to brain-storming.

Under any circumstances, if remote learning is done, the lecture is recorded and shared on Teams. Remote learning lectures would be announced via Teams’ chat.

**Required Readings:**

**Textbooks:**

Philip Kotler and Gary Armstrong, *Principles of Marketing*, 18th edition, Global ed., Pearson, 2021.

Philip Kotler, Gary Armstrong, Llyod C. Harris and Hongwei He, *Principles of Marketing*, 8th European Edition, Pearson, 2020.

**Course Materials:** The PowerPoint slides used in the class will be uploaded to the course Teams Account at the end of each chapter. The materials will be available to you online or, when not available online, will be provided in hard copy or as an upload to the course Teams Account.

**Additional Readings:** Additional readings will be given throughout the semester, and you will be responsible for these, as well. Articles and case studies from primary business and marketing textbooks, journals, and other media as well as from scientific journals can be shared.

**Supplementary Materials:** Documentaries, advertisements, case studies, articles, booklets, and e-book chapters are shared on Teams Account.

**Assistance:** It is your responsibility to keep up with the lecture content. If you cannot attend the lecture, you can read from the textbook and lecture notes shared on Microsoft Teams Account. But if you find that you are falling behind and you feel that the course material is difficult, do not hesitate to seek help. Make an appointment with me to decide on an office hour.

**Evaluation and Grading: Tentative**

In this course, you will be assessed on several course components. The final course grade will be evaluated based on the following distribution and weights:

|  |  |
| --- | --- |
| **Evaluation Scenario** | **Grading %** |
| Exam I | \*\*% |
| Exam II | \*\*% |
| Final | \*\*% |
| Assignment I | \*\*% |
| Assignment II | \*\*% |
| Class contribution | \*% |
|  | 100% |

The final course grades will be given by the instructor according to IZTECH’s assessment system as explained in the [**IZTECH Regulation on Undergraduate Education**](https://ogrenciisleri.iyte.edu.tr/wp-content/uploads/sites/99/2022/12/IZTECH-Undergraduate-Education-Regulation-22.12.2022.pdf)

**Tentative Exams content:** Exams are composed of multiple-choice questions. It may include 1 or 2 essay-type (open-ended) questions.

**Assignments:** Article review. Articles will be announced afterward.

The required format and content of the individual work written assignments will be announced afterward.

**There are no extra assignments!** If you are concerned about improving your grade, do your best to participate in class activities and study harder for your exams.

**Attendance**: The bylaws of our Institute require that you attend at least 70% of the classes to be able to pass the course.

**Course Policies:**

*Academic Honesty*: Academic dishonesty (e.g., plagiarism, lying, cheating, falsification and other forms) will not be tolerated in any form in this course. Such academic misconduct is a serious offense that could result in a failing grade and severe disciplinary action.

*Plagiarism*: Plagiarism is using any work, idea, thought, etc. of someone else such as any classmate or researcher's work from books, articles, television, conversations, internet materials, any digital sources, etc.) and presenting it as your own. In essence, this represents cheating and your submission will be discarded. If the ideas you base on your paper are from the work of others without any citation, they will be discarded and you will receive a failing grade.

Basing your work on pioneer researchers’ ideas is a common practice in scientific writing. When you do so, you must give them a citation along with their idea.

*Classroom Behavior*: You are expected to have good manners, integrity and respect in your interactions with the instructor and your classmates during the semester. Please take responsibility and do your best to contribute to the teaching and learning process and the intellectual environment of the course.

*Written Works & Deadline Policy*: As a general rule, all assigned written work is to be double-spaced, with a page layout of 2,5 cm margins, and a standard *Times New Roman* or *Arial* 12-point font. Papers should display proper grammar, sentence structure and spelling.

*Deadline Policy*: All work is on its due date. Due dates will be announced by the instructor. No late work will be accepted. No extra credit assignments or projects will be given under any circumstances in this course.

**Tentative Course Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Date** | **Topic** | **Textbook** |
| 1 |  | Orienteering, meeting, and introducing the syllabus  Introduction to the course |  |
| 2 |  | Creating and Capturing Customer Value and Engagement | Chapter 1 Marketing |
| 3 |  | Marketing: Creating and Capturing Customer Value  Analyzing the Marketing Environment | Chapter 1  Chapter 3 Marketing Environment |
| 4 |  | Marketing Environment  Partnering to Build Customer Engagement, Value, and Relationships | Chapter 3  Chapter 2 Company and Marketing Strategy |
| 5 |  | Company and Marketing Strategy | Chapter 2 |
| 6 |  | Consumer Markets and Consumer Buyer Behavior | Chapter 5 Consumer Markets and Consumer Buyer Behavior |
| 7 |  | Consumer Markets and Consumer Buyer Behavior | Chapter 5 |
| 8 |  | Business Markets and Business Buyer Behavior | Chapter 6 Business Markets and Business Buyer Behavior |
| 9 |  | MIDTERM |  |
| 10 |  | Products, Services, and Brands | Chapter 8 Building Customer Value |
| 11 |  | International Branding | Supplementary Material |
| 12 |  | Customer Value-Driven Marketing Strategy: Identify market segments and targets | Chapter 7 Creating Value for Target Customers |
| 13 |  | Traditional 24rd Spring Fest – Last day of the fest |  |
| 14 |  | Formulate pricing strategies | Chapter 10 Pricing |
| 15 |  |  |  |
|  |  | Final exam |  |