

TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences
Business Administration (English)

Course Information

INTRODUCTION TO MARKETING					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
MAN209	Fall	3	0	3	5

Prerequisites and co-requisites	none
Language of instruction	English
Type	Required
Level of Course	Bachelor's
Lecturer	Ass. Prof. Aslihan Yavuzalp Marangoz
Mode of Delivery	Face to Face
Suggested Subject	-
Professional practise (internship)	None
Objectives of the Course	To explain the basic marketing issues with the actual cases.
Contents of the Course	Marketing concept, marketing environment, product, pricing, promotion and distribution strategies, brand concept, consumer behaviors, consumer markets, service marketing.

Learning Outcomes of Course

#	Learning Outcomes
1	Identifies basic concepts of marketing
2	Identifies marketing mix elements(product, price, promotion and place)
3	Evaluates basic strategies of brand management
4	Identifies marketing research
5	Identifies basic strategies of consumer behavior.

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Marketing concept, definition, introduction	lecture
2	Marketing environment, strategic marketing	lecture
3	Marketing research	lecture
4	Types of markets, consumer markets	lecture
5	Industrial markets	lecture
6	Market segmentation	lecture
7	Product strategies	lecture
8	Review and mid term	interactive
9	Pricing strategies	lecture
10	Promotion strategies	lecture
11	Distribution strategies	lecture
12	Service marketing	lecture

13	Final project presentations	interactive
14	Final project presentations	interactive
15	Final project presentations	interactive
16	Final Exam	interactive

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Principles of Marketing, P.Kotler		
2	Marketing Management, P. Kotler		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Identifies basic concepts of marketing	8,9,13	1,2
2	Identifies marketing mix elements(product, price, promotion and place)	5,9	1,2
3	Evaluates basic strategies of brand management	13	1,2
4	Identifies marketing research	12,13	1,2
5	Identifies basic strategies of consumer behavior.	11,13	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	1	20	20
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	18	18
8	Midterm Exam	1	2	2
9	Quiz	0	0	0
10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	0	0	0
				150

