

BF221 - PRINCIPLES OF MARKETING - İktisadi ve İdari Bilimler Fakültesi - Finans ve Bankacılık Bölümü

General Info

Objectives of the Course

The aim of the course is to enable students to understand the concepts and issues related to marketing.

Course Contents

Marketing concept, marketing approaches, marketing environment strategic planning, market segmentation, product price, promotion (advertising, personal selling, sales promotion, public relations) and place decisions.

Recommended or Required Reading

Textbook, Whiteboard, Projector and Pointer, Textbook: Mucuk, İ. (2014). Pazarlama İlkeleri (20. Baskı). Türkmen Kitabevi, İstanbul.

Planned Learning Activities and Teaching Methods

Subject explanation, question and answer sessions based on current examples, and watching weekly promotional videos on the subject for effective learning.

Recommended Optional Programme Components

Examining the weekly course presentations shared by the faculty member before the relevant week and finding examples from practice on the subject will contribute to an effective understanding of the course.

Instructor's Assistants

There is no assistant teaching staff

Presentation Of Course

Courses are taught face-to-face using projection presentations.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Ceylan Bozpolat

Program Outcomes

1. Students can explain the definition, scope and characteristics of Marketing.
2. Students can analyze the relationship between marketing and the environment.
3. Students can explain the functioning of the marketing research process and information system.
4. Students can explain the characteristics of market types (consumer, industrial, and international) and compare the characteristics of markets.
5. Students can give examples of goods and services that fit the hierarchy of market segmentation, targeting and positioning.
6. Students can explain the 4 Ps of marketing: product, price, promotion (advertising, personal selling, sales promotion, and public relations), and place.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Since it is the first week of the semester, please read the ECTS Information Package before coming.	Lectures, questions and answers, formula calculations, discussion and interpretation	What is Marketing? What are its Basic Features? The evolution of marketing from past to present and new trends affecting marketing.	
2	Please review the weekly presentations shared during the first week of class.	Lectures, questions and answers, discussions and interpretations	Marketing environment and strategic marketing planning	
3	See the presentation titled "Week 3."	Lectures, questions and answers, discussions and interpretations	Marketing Research Process and the Operation of the Marketing Information System	
4	See the presentation titled "Week 4."	Lectures, questions and answers, discussion, and interpretation.	Definition of consumer markets, their characteristics, factors affecting consumer markets, final consumer purchasing decision process	
5	See the presentation titled "Week 5."	Lectures, questions and answers, discussion, and interpretation.	Structure, types, characteristics and environmental factors of industrial and international markets	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
6	See the presentation titled "Week 6."		Lectures, questions and answers, discussion, and interpretation.	Market segmentation, targeting, positioning and sales forecasting methods	
7	See the presentation titled "Week 7." Before the midterm exam, do a general review and identify the parts you are stuck on.		Lectures, questions and answers, discussion, and interpretation.	What is a product? Classification of products, their properties, new product development process, product life cycle and stages, brand, packaging and quality strategies	
8	You are responsible for all weekly content covered so far.			Midterm Exam	
9	Find the answers to the questions in the midterm exam from the presentations given to you and see slides 1-35 of the presentation titled Week 9.		Lectures, questions and answers, formula calculations, discussion and interpretation.	What is price? Pricing Objectives, Methods, Interest Groups Affecting Price, and Factors to Consider in the Pricing Process	
10	See slides 36-54 of the presentation titled Week 9.			Techniques used in determining the final price, new product pricing strategies, product line pricing, buyer reactions to price changes	
11	Review the presentation titled Week 11 and prepare examples to explain the elements of the promotional mix.		Lectures, questions and answers, discussion, and interpretation	What is Promotion and the Promotion Mix? A general introduction to the elements of the mix, Integrated marketing communications.	
12	Look at the presentation titled Week 12 and research the techniques a salesperson might use to persuade a customer.		Lecture, question and answer, discussion, and interpretation.	The place and importance of personal selling in marketing, Sales duties and salesperson types, Stages of the sales process, Sales management, Sales development (Sales Promotion)	
13	Review the presentation titled Week 13 and evaluate current bank advertisements from a professional perspective.		Lecture, question and answer, discussion, and interpretation.	Definition and Characteristics of Advertising, Objectives of Businesses in Advertising, Classification of Advertising, Rules and Principles in Advertising, Advantages and Disadvantages of Advertising, Functions of Advertising, Definition of Public Relations, Tools and Characteristics	
14	View slides 1-29 of the Week 14 presentation.		Lecture, Q&A, discussion, and commentary.	What is distribution and distribution channels? What are the reasons for using intermediaries in distribution? Major distribution channel alternatives, Factors affecting distribution channel selection	
15	View slides 30-65 of the Week 14 presentation.		Lecture, Q&A, discussion, and commentary.	Main distribution policies, Relationships in distribution channels, Logistics in supply chain management (Physical Distribution), Wholesaling and retailing	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Derse Katılım	14	3,00
Ders Öncesi Bireysel Çalışma	14	1,00
Ders Sonrası Bireysel Çalışma	14	1,00
Ara Sınav Hazırlık	7	3,00
Final Sınavı Hazırlık	7	3,00

Assesments

Activities	Weight (%)
Vize	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24	P.O. 25
L.O. 1						3						4													
L.O. 2						2						4													
L.O. 3						4						4													
L.O. 4						3						4													
L.O. 5						4						5													
L.O. 6						5						5													

Table :

P.O. 1 :

P.O. 2 :

P.O. 3 :

P.O. 4 :

P.O. 5 :

P.O. 6 :

P.O. 7 :

P.O. 8 :

P.O. 9 :

P.O. 10 :

P.O. 11 :

P.O. 12 :

P.O. 13 :

P.O. 14 :

P.O. 15 :

P.O. 16 :

P.O. 17 :

P.O. 18 :

P.O. 19 :

P.O. 20 :

P.O. 21 :

P.O. 22 :

P.O. 23 :

P.O. 24 :

P.O. 25 :

L.O. 1 : Students can explain the definition, scope and characteristics of Marketing.

L.O. 2 : Students can analyze the relationship between marketing and the environment.

L.O. 3 : Students can explain the functioning of the marketing research process and information system.

- L.O. 4 :** Students can explain the characteristics of market types (consumer, industrial, and international) and compare the characteristics of markets.
- L.O. 5 :** Students can give examples of goods and services that fit the hierarchy of market segmentation, targeting and positioning.
- L.O. 6 :** Students can explain the 4 Ps of marketing: product, price, promotion (advertising, personal selling, sales promotion, and public relations), and place.