



# MARMARA UNIVERSITY - Faculty of Business Administration

Business Administration (in English)

## SYLLABUS

Course Code	Course Title		Type of Course	Course Group * for electives	Weekly Course Hours		ECTS Credits	Prerequisite to minimum letter grade
					T	P		
MRK2024	Marketing Management		Compulsory		3	0	5	
Prerequisite			Minimum grade				Grade	
Language of Instruction								
Course Lecturer								
Short Course Content	Pricing, distribution and promotion strategies							
Course Objectives	The main objective of this course is to familiarize the business students, with the the four functions of marketing -namely the product, price, place, and promotion in detail. The topics will be enriched withh real life exapmles, short case studies and guest speakers.							
Recommended or Required Reading	1.	Principles of Marketing by Philip Kotler						
Learning Outcomes	1.	to plan and design pricing strategies						
	2.	to plan and design distribution strategies						
	3.	to plan and design promotion strategies						
	4.	to be able to analyze competitrion and develop competitive strategies						
	5.	Develop skills in critical thinking and problem solving in marketing						
Planned Learning Activities and Teaching Methods								
WEEK	Date	Course Contents						
Week 1		Introduction						
Week 2		Pricing Consideration and Approaches						
Week 3		Pricing Strategies						
Week 4		Marketing Channels and Supply Chain Management						
Week 5		International Marketing						
Week 6		Guest Speaker/Case Study						
Week 7		Engaging Customers and Communicating Customer Value						
Week 8		Midterm(s)						
Week 9		Advertising and Public Relations						
Week 10		Personal Selling and Sales Promotion						
Week 11		Direct and Online Marketing						
Week 12		Social Media and Mobile Marketing						
Week 13		Guest Speaker/Case Study						
Week 14		Social Responsibility and Ethics						
Week 15		Creating Competitive Advantage						
Week 16		Study week						
Week 17		Final						
Assessment Methods		Assessment Method	Quantity	Date		Weight in Total (%)	Weight in Semester Evaluation (%)	
		Final Exam	1			50	0	
		Final Make-up Exam (if exists)	1			50	0	
		Semester Evaluation				50	100	

Methods and Criteria	Midterm(s)		1		50	100.0
	Quiz(zes)					
	Project(s)					
	Homework(s)					
	Laboratory					
	Other					
*** ECTS Credit Calculation ***						
Evaluation Tool	Hour/Quantity	Student Workload Hours		Evaluation Tool	Quantity	Student Workload Hours
Theoretical hours	3.0	42.0		Quiz & preparation	10	10.0
Applied hours	0.0	0.0		Homework		
Laboratory	2.0	28.0		Project	5	5.0
Pre-class self study				Research and presentation		
Post-class self study				Seminar		
Post-application self study				Field study		
Exam preparation & Midterm	10	10.0		Atelier		
Exam preparation & Final	20	20.0		Other		
GENERAL TOTAL :					50.0	115.0
Recommended ECTS Credit (Total Hours / 25) :						5