



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		
MRK2023	Principles of Marketing		Compulsory		3	0	5	
Prerequisite			Minimum grade				Grade	
Language of Instruction								
Course Lecturer								
Short Course Content	marketing strategy and marketing mix elements will be discussed							
Course Objectives	This course is designed to introduce students to the fundamental concepts and principles of marketig							
Recommended or Required Reading	1.	Marketing Management by Philip Kotler						
Learning Outcomes	1.	Analyze and evaluate marketing strategies						
	2.	Develop an understanding of customer behavior						
	3.	Understand the role of marketing in society and business						
	4.	Develop skills in critical thinking and problem solving in marketing						
	5.	Understand the basic concepts and terminology of marketng						
Planned Learning Activities and Teaching Methods								
WEEK	Date	Course Contents						
Week 1		Introduction to Marketing						
Week 2		Marketing Strategy and Planning						
Week 3		Marketing Environment						
Week 4		Marketing Concepts and Creating Value						
Week 5		Capturing Marketing Insights						
Week 6		Conducting Marketing Research						
Week 7		Creating Long Term Loyalty						
Week 8		Midterm(s)						
Week 9		Consumer Markets						
Week 10		Consumer Decision Making						
Week 11		Business Markets						
Week 12		Case Study						
Week 13		Product and its role in marketing mix						
Week 14		New product development and PLC						
Week 15		Marketing Ethics and Social Responsibility						
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