



ÇANKAYA UNIVERSITY

Çankaya Vocational Training School

Course Definition Form

Part I. Basic Course Information

Department Name <i>Use capital letters only</i>	FOREIGN TRADE PROGRAMME	Dept. Numeric Code	4	4			
Course Code	Dept. Code+Course No F T P 2 1 5	Number of weekly lecture hours	3	Number of weekly lab/tutorial hours	0	Number of Credit Hours	3
Course Web Site <i>Use capital letters only</i>	FTP215.CANKAYA.EDU.TR			ECTS Credit	0	4	

Course Name

This information will appear in the printed catalogs and on the web online catalog.

English Name *maximum 40 characters*

Principles of Marketing

Abbreviated English Name *maximum 15 characters*

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Turkish Name *maximum 40 characters*

Pazarlama İlkeleri

Abbreviated Turkish Name *maximum 15 characters*

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Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> Consent of the Instructor <input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	<input type="text"/>	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <i>Check all that are applicable</i>				
<input checked="" type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input type="checkbox"/> Elective course for Dept. <input type="checkbox"/> Elective course for other dept(s)				

Part II. Detailed Course Information**Justification for the proposal** *Maximum 80 words***Course Description**

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

The scope and nature of marketing, development and evolution of marketing; marketing versus sales, consumer behaviour; market segmentations; product, pricing, distribution and promotion decisions; international and services marketing management.

Course Objectives

Explain the aims of the course. Maximum 100 words.

This course is designed to introduce you to the fundamentals of contemporary marketing through the discussion of theoretical and practical aspects of modern marketing management and application of marketing principles to a real-world case. Students will learn the basic concepts of the marketing definition, consumer behaviour, and the principal marketing functions: strategy, product development, branding, pricing, distribution, communication, research, and planning.

Learning Outcomes

Explain the learning outcomes of the course. Maximum 10 items.

- Students will understand the importance of basic marketing concepts to make informed marketing decisions.
- Students will learn the methods of determining target markets, market segmentations, conducting marketing research in business, including research design, questionnaire development, data collection procedures, data analysis, presentation of results, and client management, and to apply these methods to a marketing research client project.
- Students will gain an understanding of the differences between and uses of quantitative and qualitative approaches in marketing research.
- Students will learn and utilize SPSS statistical software for inputting and analyzing data.
- Students will develop an appreciation for the unique ethical considerations in the marketing research field.

Course Outline

List the topics covered within each week.

Week	Topic(s)
1	Understanding Marketing and The Marketing Process
2	Strategic Planning and the Marketing Process
3	The Marketing Environment
4	Analyzing Marketing Opportunities
5	Marketing Research Techniques
6	Selecting Target Markets
7	Market Segmentation, Targeting, and Positioning For Competitive Advantage
8	Developing The Marketing Mix: Product
9	Developing The Marketing Mix: Place
10	Developing The Marketing Mix: Promotion
11	Developing The Marketing Mix: Price
12	Managing the Marketing Effort
13	Extending Marketing
14	Marketing and Society: Responsibility and Marketing

Textbook(s) <i>List the textbook(s), if any, and other related main course materials.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
William D. Perreault, Jr. Joseph Cannon E. Jerome McCarthy	Basic Marketing 18th Edition	McGraw Hill	2011	978-0073324043

Teaching Policy <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
There will be two exams, worth 60 points in total, scheduled as noted on the syllabus. They will be a combination of multiple choice and short essay. The group research projects will involve conducting off-campus marketing research. Evaluation will be made on the groups' ability to set research objectives, decide on an appropriate research design, determine how to collect data and administrate the project, collect the data, edit and code the data and prepare a final paper on the findings and conclusions of your research. Evaluations will include input from your group members, the organizations you worked with in the project and my observations of the research process you conducted. Students have to participate in class discussions of text material, as well as questions at the end of chapters and assigned exercises.

Grading Policy <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Project	1	%25						
Participation	1	%15						
Midterm	1	%25						
Final Exam	1	%35						

ECTS Workload <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	14	3	42
Attending Labs/Recitations (<i>weekly basis</i>)	14	1	14
Preparation beforehand and finalizing of notes (<i>weekly basis</i>)	1	3	3
Collection and selection of relevant material (<i>once</i>)	8	1	8
Self study of relevant material (<i>weekly basis</i>)	2	2	4
Homework assignments	3	2	6
Preparation for Midterm Exams (<i>including the duration of the exams</i>)	1	7	7
Preparation of Term Paper/Case Study Report (<i>including oral presentation</i>)	1	5	5
Preparation of Term Project/Field Study Report (<i>including oral presentation</i>)	1	7	7
Preparation for Final Exam (<i>including the duration of the exam</i>)	1	10	10
TOTAL WORKLOAD			104
TOTAL WORKLOAD / 25			25
ECTS Credit			4

Program Qualifications vs. Course's Learning Outcomes						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
FTP-1	Be able to monitor and analyze the dynamics of international markets.			x		
FTP-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of foreign trade in accordance with the requirements of the globalized business environment.				x	
FTP-3	Be able to identify and analyze the validity of theories related to the foreign trade and their relationships regarding current conditions.			x		
FTP-4	Have a good knowledge of the regulations and legislation underpinning the international markets and institutions.		x			
FTP-5	Have the ability to efficiently perform all responsibilities of foreign trade within a corporation.			x		
FTP-6	Be able to use quantitative techniques and methods that are predominantly used in foreign trade.		x			
FTP-7	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.		x			
FTP-8	Be aware of elements of the international competitiveness of the foreign trade environment and marketing techniques.					x
FTP-9	Be able to understand and evaluate the problems in foreign trade and to discuss and express his/her opinions clearly.			x		
FTP-10	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.			x		
FTP-11	Be able to understand and evaluate the legal framework for foreign trade law, rules and regulations.		x			
FTP-12	Have the ability to analyze and perform risk assessment of foreign trade companies and multinational companies.		x			

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest