**BA in Management Program – Spring 2021**

**MKTG 301 –Introduction to Marketing**

**(Section A)**

**Instructor:** **Dr. Kivilcim Dogerlioglu-Demir**

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**Office Hours:** By appointment

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 8:40-9:30 | Monday |  |
| Class | 8:40-10:30 | Tuesday |  |

**Course Objective:**

This course introduces you to the world of marketing, and what a world that is! Marketing impacts your daily personal and professional lives in very important ways. Marketing is about planning and implementing a strategic process to bring people and products together. In this course, we will study the marketing strategic process: planning and research; developing products; distributing, promoting, and pricing products. While studying this process, we will analyze cases to gain some real marketing perspectives.

**Learning Outcomes:**

* Understand and use basic marketing terminology and concepts.
* Learn the basics of marketing planning, including the ability to identify the basic elements of a marketing plan.
* Appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy.
* Comprehend the environment in which organizations market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments.
* Describe the elements of the marketing mix, how these elements are integrated in the marketing strategy, and how these elements affect an organization's ability to compete in the marketplace.
* Consider the global marketing environment and the impact on marketing strategy.

Besides the content-related objectives, the students will be able to:

* Gain insights into modern marketing/business practices.
* Successfully gain experience in working with a group.
* Learn and practice how to develop strong arguments.
* Apply the knowledge to real-life marketing phenomena.

**Course Material:**

Class Notes:

The most important material in this course will be your class notes (based on regular attendance and attention to class lectures/ discussions). It will be the student’s responsibility to obtain slides and take notes .

Optional Text:

Kotler, Philip & Armstrong, Gary "Principles of Marketing" 17th Edition (2018) Pearson Prentice Hall

**Course Web:**

Please check the course postings on the website regularly for class announcements. You should always check the postings before coming to class.

Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

**Instructional Design:**

This class is designed to familiarize you with the basic concepts in marketing. Marketing is an applied discipline that studies processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. As such, class meetings will revolve around presentations, case discussions, guest speakers, simulations, pre-assigned activities and experiential exercises. In order to get the most from this course it is extremely important that you are prepared for each class and participate.

**Grading**:

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| --- | --- |
| Participation | : 10% |
| Exam 1 | : 25% |
| Exam 2 | : 30% |
| Marketing Project  Research Participation | : 30%  : 5% |
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Peer Evaluation in Teamwork

Much of the work accomplished in today’s business world is done in groups and/or is the result of teamwork. Because of this and in preparation for this, I have assigned a group project (Marketing Project) in this class. While I can evaluate the finished product (your presentations and reports), since I am not a member of your team, it is difficult for me to evaluate how each group member contributed to the finished product. For this reason, I ask you to evaluate your peers. If some group members did more work while others did less, their grades should reflect that.

For the group project, you will be asked to assess yourself and each member of your group on the several aspects of teamwork listed on the peer evaluation forms included in MKTG 301 package. The scores on each aspect should average 3. For every point above 3 you give to one group member you must give one point below a 3 to someone else **(everyone cannot be above average**). Note that these forms will be kept confidential.

The peer evaluations will have a direct impact on your Group Project.

**Requirements:**

Exams:There are only two exams in this class (no final). Please note the exam dates. Exams must be taken in class at the scheduled time. Barring an EMERGENCY, you MUST be here on those dates OR you will receive a zero (0).

Group Project: There is one group project in this class. You will be graded on your presentation and overall effort put in the project.

All assignments must be typed in Times New Roman12pt font, 1 inch margins, and 1.5 spaced.

Research Participation:

Many of the theories and findings that we learn in our marketing classes, especially those in consumer behavior, are based on behavioral research. In order to produce knowledge, our faculty members conduct behavioral studies regularly. As a learning experience and also as a part of this knowledge production process, we hope that you will participate in some research studies. Through participation, you will learn more about how behavioral research is conducted as well as some specific topics that are being pursued by our faculty members. This research participation component is worth 5% of your grade. Specifically, you will need to complete 5 studies with each lasting less than 30 min to get this 5% (1% for each study completed). These studies will be conducted either online or in a lab on campus. Details for the logistics about how to sign up and participate will be announced in class.

Although it is highly encouraged that you participate in research studies, you have an alternative option to get this 5% - the research paper option. This option entails writing an 8-page, double-spaced, research paper with at least 8 academic journal articles referenced in the paper on a topic related to the course content. This paper will be due on May 15th. If you are interested in taking this research paper option, instead of participating in research studies, please inform me by the end of March 10th.

Participation:Participation in this class is essential. This means you must come to class ready to discuss the assignment for the day, be it a case, article or an assignment. Note that the readings listed as additional are required!!!

*I’m looking for evidence that you’ve read and thought about the assignment and that you are able to relate the assignment to readings, previous lectures, and your intuition and personal experiences.* Late arrivals and/or absences from class will be counted as lapses in participation.

**Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one’s paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

**Course Schedule:**

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| **Lecture**  **1** | **Date:** | **February 22-23** |
| Topic: | | Syllabus, Introductions and Overview  What is Marketing? (Ch. 1) |
| **Lecture**  **2** | **Date:** | **March 1-2** |
| Topic: | | Strategic Planning (Ch. 2 & 3) |
| **Lecture**  **3** | **Date:** | **March 8-9** |
| Topic:  Additional Reading: | | Marketing Research (Ch. 4)  Questionnaire Research Guidelines & Survey Sample  Twitter as a Marketing Tool |
| **Lecture**  **4** | **Date:** | **March 15-16** |
| Topic:  Additional Reading: | | Consumer Behavior-CB (Ch. 5)  The more people want something, the less they like it... |
| **Lecture**  **5** | **Date:** | **March 22-23** |
| Topic: | | Target Marketing Strategy (Ch. 7) |
| **Lecture**  **6** | **Date:** | **March 10-11** |
| Topic:  Additional Reading: | | Creating and Managing the Product (Ch. 8 & 9)  Should you launch a fighter brand?  Meet with teams |
| **Lecture**  **7** | **Date:** | **March 29**  **Review for exam**    **March 30**  **EXAM # 1** |
| **Lecture**  **8** | **Date:**  Topic: | **April 5-6**  Pricing (Ch. 10 & 11) |
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| **Lecture**  **9** | **Date:** | **April 12-13** |
| Topic: | | More on Pricing (Ch. 10 & 11) |
| **Lecture**  **10** | **Date:** | **April 19-20**  Promotion (Ch. 14)  Turning Social capital into Economic Capital  Gamification |
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| **Lecture**  **11** | **Date:** | **April 26**  **Project day**  **April 27**  **Meet with teams** |
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| **Lecture**  **12** | **Date:** | **May 3-4**  Place |
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| **Lecture**  **13** | **Date:** | **May 10**  **Review for exam**  **May 11**  **EXAM#2** |
|  |  | **May 17-18** |
|  | | Presentations (everyone should be present!) |