

**BA in Management Program****Fall, 2021- 2022****MKTG 301 – Introduction to Marketing**

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**Web:** SuCourse  
**Office Hours:** by appointment

Type	Time	Days	Where
Class	16:40	Tuesday	Online

**Course Objective:**

Marketing starts with an understanding of the customer, competition, markets and environment. Based on marketing intelligence, it involves identifying customer needs (for individual consumers and businesses), and then satisfying those needs through the right product, available to buyers through the right distribution channel, promoted in ways to motivate purchase as much as possible, and priced at the right level. These decisions - product, distribution, promotion, and price - comprise the "Marketing Mix." Together with rigorous and complete analysis of the market environment, customers, and competitors, they are the key activities of marketing management. The objectives of this course is to achieve these points.

**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). The slides for MKTG 301 will be available via SUCourse.

**Optional Reading Material:**

You can gain a lot by studying;

Kotler, Philip & Armstrong, Gary "Principles of Marketing" 14th Edition (2012) Pearson Prentice Hall

**Course Web:**

Please check the website regularly.

**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 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:**

Quiz 1	10 points
Quiz 2	10 points
Quiz 3	10 points
Quiz 4	10 points
Attendance	10 points
Marketing Plan Presentation	10 points
Marketing Plan Project	40 points

**Requirements:**

Quizzes: There will be four quizzes, with 1 or 2 questions each. The questions will aim testing your understanding and application of the course material at one of the main subjects of marketing mix. In any week there can be a test related with previous weeks subjects. There will be no final exam.

Attendance: Attendance grades will be given only for full presence during the class hour. Partial attendance will not be awarded.

Group Project: There is one group project in this class:

**The marketing plan:** Each group will develop a current and original marketing plan for a self-selected product by an imaginary or a new firm. The project will develop as we move through the units of this course. That is, you will need to submit one proposal, can make one presentation and deliver a final report throughout the semester.

Groups will be formed with a maximum of 6 people. Any group can not be smaller than 4 people. If there are students who can not form groups, they will be assigned to specific groups by instructor.

Marketing plan presentations should be 6 slides & 6 minutes at most. First come first serve will be the method for presentation sequence. If all 3 weeks' time slots are full, you can not have a chance to present. Better to make your presentation as early as possible.

The final version of your marketing project must be submitted at the end of the semester. Marketing plan grading will be as follows;

Peer Evaluation:50%

Group Report grade: 50%

Your report as a group will get a certain grade. That will reflect success of the report. %50 of your report grade will be added to %50 of your report grade ADJUSTED WITH PEER EVALUATION. If all peer evaluations are equal, all members will get group reports grade. If there are deviations, some group members will get less than the group report grade and some will get more.

### **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, we 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 will reflect that.

For the group project, you will be asked to assess each member of your group at the end of the semester. Note that these forms will be kept confidential. The peer evaluations will have a direct impact on your Marketing Project.

Each student will divide 100 points between the members of her team, including herself. This division should reflect that person's judgment of the contribution of the members of her team. The scores should not be merely functions of time spent by each member, but they should be measures of the "contribution;" their relative contribution to the idea generation, research, analysis, report writing, etc. If the team was highly functional, and each member did what they committed themselves to, then the student can assign the same mark to each member of the team. If, on the other hand, some members of the team did not fulfill their commitments and did not contribute as much as the others, then points can be distributed unevenly.

The points submitted by all members of the team will be aggregated by the instructor. Every student will be given his/her aggregate peer evaluation, without disclosing the individual peer evaluations to the students.

In case there is no consensus among the team, for example, if three students divide the marks evenly and the fourth one divides them unevenly, then the instructor will use his/her judgment to assign peer evaluation marks

Past experience indicates that in most groups' points will be distributed evenly. There will be a few groups where peer evaluations will play a role in the marks. The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams. However, it is possible to have upwards adjustments of marks in case of students who have done more than what the group expected of them.

### **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.

### **Classroom policies and conduct**

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

- Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
- Listen to the person who has the floor.
- Come to class on time. Since we are going to make our classes online, please kindly mute your mikes & open your cams. Closed cams will be treated as absent from attendance to tests point of view. If the cam is closed during lecture, you may not be accepted to test also.

**Course Schedule:**

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<b>Lecture 1</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Syllabus, Introductions and Overview What is Marketing? (Ch. 1)
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<b>Lecture 2</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Strategic Planning (Ch. 2 & 3) <b>Group Formation</b>
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<b>Lecture 3</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Marketing Research (Ch. 4)
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<b>Lecture 4</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Consumer Behavior-CB (Ch. 5) <b>Project proposals due</b>
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<b>Lecture 5</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Target Marketing Strategy (Ch. 7)
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<b>Lecture6</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Creating and Managing the Product (Ch. 8 & 9)
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<b>Lecture 7</b>	<b>Date:</b>	<b>Tuesday</b>
		Catch-up and review
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<b>Lecture 8</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Pricing (Ch. 10 & 11)
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<b>Lecture 9</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Marketing Channels (Ch. 12)
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<b>Lecture10</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Promotion (Ch. 14)
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<b>Lecture11</b>	<b>Date:</b>	<b>Tuesday</b>
	Topic:	Marketing Plan Principles
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<b>Lecture 12 &amp;13 &amp;14</b>	<b>Date:</b>	Marketing Plan Presentations <b>Marketing Plan submission</b>
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