

BA in Management Program
Spring 2022
MKTG 301 – Introduction to Marketing
Section C
Version 3, Feb 28th, 2023 (Version1: Feb 7th, 2023)

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Type	Time	Days	Where
Class	From 11:40 am to 12:30 pm	Wednesdays	SBS #G060
Class	From 12:40 pm to 2:30 pm	Thursdays	SBS #G060
<p>Spring 2023 semester disclaimer: We may have to revise the course plan according to the reassessment to be made country-wide, regarding higher education, at the beginning of April. The content to be delivered is certain but the method of course delivery, the number and dates of exams, and some other details are subject to change.</p>			

Course Objective:

Understanding the fundamentals of the marketing environment provides the participants of the course with a new lens to view the business world. The course is designed to introduce the fundamental concepts in marketing to the audience of the course and provide them with tools and activities to implement a thorough market analysis and plan. The course aims to give a basic understanding of the marketing concept and environment, the consumers and their needs, segmentation, targeting and positioning decisions, and marketing mix-product, price, promotion, distribution-decisions

Learning Outcomes:

1. Have a basic understanding of the marketing concept and the marketing environment.
2. Understand how a product is defined, developed, and marketed.
3. Get a grasp of consumer behavior by understanding the motivations and processes behind consumer preferences and decisions.
4. Assess and apply the principles of consumer segmentation, positioning and targeting for effective marketing management.
5. Use marketing communications, including advertising, direct marketing, etc. and manage them effectively.

6. Discuss the elements of the marketing mix and understand how to leverage them to gain competitive advantage in the marketing environment.
7. Critically and ethically evaluate market offerings and campaigns related to consumers.

Upon successful completion of the course, the students should be able to:

- Define the basic concepts in marketing and grasp the forces that navigate the marketing environment.
- Leverage marketing mix (product, price, promotion and place) related decisions in the marketplace.
- Work in groups to apply these information and techniques to develop a marketing plan in a real market environment setting

Course Material:

This course relies on several readings and participative learning. While we make references to textbooks depending on the context, students are not required to purchase any textbook.

Optional Reading Material:

- **Kotler Book (Optional):** Kotler, Philip & Armstrong, Gary "Principles of Marketing" 18th Edition (2020) Pearson Prentice Hall

List of Cases

Case 1	Date:	Week 5 and 6
	Case:	Wynton Marsalis & Jazz at Lincoln Center
	Subject:	STP and Branding
	Teamwork?:	Yes
	Grading:	In-class participation
Case 2	Date:	Week 8
	Case:	Portland Trail Blazers
	Subject:	Pricing
	Teamwork?:	Yes
	Grading:	In-class participation

Course Web:

All course-related materials (lecture notes, assignments, grades, etc.) will be posted on SUCourse. I will usually post materials on Mondays, Wednesdays, and Thursdays. So, students are required to check the course web often.

Sabancı 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 the results will be reflected in your grades.

Instructional Design:

This course will be delivered through in-person lectures. The course is designed to maximize active learning. Therefore, participation in class is always encouraged and necessary. In order to succeed in the class, investing regularly in the assigned readings and assignments and timely managing the group projects are strongly suggested.

Grading:

There will be a midterm, a final exam and a team project where you will work in groups as well as group and/or individual in-class or take-home assignments. The weight contributions will be as follows.

Participation	10%
1 Midterm	20%
4 Individual Assignments	20% (each 5%)
1 Team Project Presentation	20%
Final Exam	30%

Peer Evaluation in Teamwork

Students will be asked to provide an evaluation of the members of their team in their term 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, writing, oral presentation, 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--possibly after meeting with the members of the team. In cases where there are conflicting marks, it is most likely that the instructor will meet with the team members and provide a mark based on an interview. For example, in a group of four, if Students A and B believe they did most of the work, and Students C and D believe otherwise, the team may be called in for an interview in order to be fair to everyone. 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. The peer evaluation will have a direct impact on your term project. To give a simple example, if the group mark is 25 out of 30, and if your peer evaluation indicates that your contribution was

less than what was expected, then your term project mark will be less than 25 out of 30. There are no simple rules for adjustment.

Requirements:

Participation: Although attendance is a necessary condition for your participation in class, it is not a sufficient condition. Your participation grade will be based on class preparation (assigned readings), your questions (during the discussions), and actual in class performance (you should always be prepared to discuss the concepts, topics, and issues for a particular session. You may be called upon to do so.) Organizing your thoughts, clearly articulating, and communicating them is an integrative part of the course.

Each student is expected to contribute to discussions. To do well, students should learn from active participation in presentations and discussions. In the evaluation process, the quality of participation is considered. In particular, I will try to assess how your contributions enhance both the content and process of a discussion by evaluating your comments considering the below points:

- Do your comments add to our understanding of the issues?
An attempt to get “airtime” is not evaluated as quality participation. The class requires other than frivolous comments that lack substance and serious thinking. You must not have only keep something in mind and say it no matter how irrelevant it is to the ongoing discussion.
- Are your comments timely and linked to the comments of others?
- Do your comments move the discussion along by providing a new perspective?
- Are your comments clear, or obscure?
- Do your comments reflect a concern for maintaining a constructive and comfortable classroom atmosphere?

If you are unable to attend a particular session, please inform me as early as possible. Also, prepare for “cold calls” during class meetings. If you attend but are unprepared to participate in the day's discussions, notify me prior to the beginning of the class to avoid any embarrassment.

I will be taking the role in each class and maintaining class-by-class participation marks and will provide feedback to you during the term.

Midterm Exam/Final Exam: Both exams will assess your understanding of the concepts we discuss in the course and whether you are able to apply the course material to real life problems. The midterm exam will cover the topics we have discussed so far whereas the final exam will be comprehensive. It is vital that that you have a full grasp of the concepts we discuss in the course and can apply them to particular real-life situations.

Term Project: There will be a term project where you are required to come together as 4-5 people and work in teams towards your term projects. The objective of this group assignment is to reinforce teamwork and help learning from each other. The details regarding your group project will be announced on course webpage. In Week 13, You will make a presentation for your project where each group member is highly encouraged to take part in

the presentation. There will be checkpoints throughout the course where you need to show your progress as a team. Milestones and details regarding the project will be provided later.

Individual Assignments

There will be individual assignments during the semester. Students are encouraged to discuss the assignments but are expected to submit their own individual effort in answering questions. Make sure that you submit your assignments in time. Each 24 hours passed from the submission deadline is equivalent to losing a 25% of total possible points. So, if you submit any later than 4 days passed the deadline, you will earn 0 points.

Academic Honesty:

Learning is enhanced through cooperation and as such you are encouraged to work in teams, 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 Programs value 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.** Any student who is going to be late for a class needs to inform me at least 1 hour before the class starts. Coming to class any later than 10 minutes late is not acceptable unless you have already informed me.
- It will be announced when you are permitted to use your laptop. When the permission is given, it is only to be used for the asked class activities. should not be doing any non-class activities during class time.
- Make-up exams will be given only if the reason for missing the exam is officially documented.

ChatGPT and other large language models (LLMs) AI usage policies

I expect you to benefit from AI (e.g., ChatGPT and image generation tools) in this class. In fact, some assignments might steer you toward using it. Learning to use AI is an

emerging skill and I make examples during our class on how to use it. I am happy to meet and help you with these tools during office hours or arranged meetings.

Be aware of the limits of ChatGPT, such as the following:

- If you provide minimum-effort prompts, you will get low-quality results. You will need to refine your prompts in order to get good outcomes. This will take work.
- Don't trust anything it says. If it gives you a number or fact, assume it is wrong unless you either know the answer or can check with another source. You will be responsible for any errors or omissions provided by the tool. **It works best for topics you understand.**
- AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining what you used the AI for and what prompts you used to get the results. Failure to do so is in violation of academic honesty policies.
- Be thoughtful about when this tool is useful. Don't use it if it isn't appropriate for the case or circumstance.
- In cases where you are asked to accomplish an assignment without AI assistance, be advised that your assignment could be tested with AI detecting platforms. Not following assignments guidelines could lead to serious consequences including but not limited to academic misconduct and course failures.

Course Schedule: The schedule presented below is tentative. This schedule and syllabus are subject to change at the instructor's discretion. Additional readings may be provided by the instructor. List of the books and their respective acronyms are provided in the Optional Reading Material section.

Week 1
Topic: Welcome, and Introduction to Marketing: Creating Customer Value and Engagement
Requirements: Readings: Kotler Book Chapter 1

Week 2
Topic: Marketing Strategy: Building Customer Relationships
Requirements: Readings: Kotler Book Chapter 2

Week 3
Topic: Marketing Research: Analyzing the Marketing Environment
Requirements: Readings: Kotler Book Chapter 3

Week 4
Topic: Consumer Behavior
Requirements: Readings: Kotler Book Chapter 5

Week 5
Topic: Customer Value-Driven Marketing Strategy: Market Segmentation, Targeting and Positioning
Requirements: <i>Individual Assignment 1</i> due before the Wed class; Readings: Kotler Book Chapter 7

Week 6	Topic: Products, Services and Building Brands
Requirements:	Readings: Kotler Book Chapter 8 Case #1 (Wynton Marsalis & Jazz at Lincoln Center)
Week 7	Topic: Review for Midterm Exam (50 minutes) + Midterm Exam (100 minutes)
Requirements:	<i>Midterm</i> during the class time.
Week 8	Topic: Pricing
Requirements:	Readings: Kotler Book Chapters 10 and 11 Case #2 (Portland Trail Blazers)
Week 9	Topic: Integrated Marketing Communications and Advertising
Requirements:	<i>Individual Assignment 2</i> due before the Wed class; Readings: Kotler Book Chapter 14 and 15
Week 10	Topic: Direct, Online, Social Media, and Mobile Marketing
Requirements:	Readings: Kotler Book Chapter 17
Week 11	Topic: In-class time to work on team project,
Requirements:	Term Project Check point <i>Individual Assignment 3</i> due before the Wed class
Week 12	Topic: Sustainable Marketing: Social Responsibility and Ethics
Requirements:	Readings: Kotler Book Chapter 20
Week 13	Topic: Term Project - Group Presentations
Week 14	Topic: Review Session and Close-up
Requirements:	<i>Individual Assignment 4</i> due before the Wed class