

Course Profile
Department of Management / Management Program

Course Number : MAN341	Course Title : Principles Of Marketing		
Required / Elective : Required	Pre / Co-requisites : -		
Catalog Description: Marketing strategy of the firm, selection of target markets and the design of the marketing mix market segmentation and market coverage strategies.	Textbook / Required Material : A Framework for Marketing Management, Philip Kotler & Kevin Lane Keller, Third Edition, ISBN: 0-13-145258-4		
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS			
Design content : None	Computer usage:		
<p>Course Outcomes: By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend how to plan, organize, lead and control marketing functions within an organizational setting. (1, 2,11) 2. Develop the consciousness of social marketing with an emphasis on consumer and environmental protection dynamics. (14) 			
<p>Recommended reading: Çağdaş İşletme-Yönetim Dinamikleri ve Biz, Murat Ferman, ISBN: 975-288-989-1 A number of carefully selected and updated articles are made available on course online.</p>			
<p>Teaching methods The course will be covered through lectures; topic discussions, case analysis. It is crucial that students attend regularly, review the coverage of the previous class and read the required material prior to coming class.</p>			
<p>Assessment methods: Midterms: 30 % Final Examination: 40 % Quiz and Case Studies : 30 %</p>			
Student Workload/ECTS (European Credit Transfer System) Tableau:			
Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	12	5	60
Lectures	13	2	26
In Class-case studies	12	1	12
Case Studies	10	4	40
Business Profiles Analysis	6	2	12
TOTAL: 150 hours / 25 = 6 ECTS			

Prepared by: Prof. Dr. Murat Ferman	Revision Date : 23.02.2010