MARKETING MANAGEMENT

1	Course Title:	MARKETING MANAGEMENT
2	Course Code:	ISL3301
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	3
6	Semester:	5
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	-
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Doç. Dr. SERKAN KILIÇ
15	Course Lecturers:	Prof. Dr. Murat Hakan ALTINTAŞ Prof. Dr. Erkan ÖZDEMİR Prof. Dr. Çağatan TAŞKIN
16	Contact information of the Course Coordinator:	E-posta: skilic@uludag.edu.tr Telefon: 0224 294 11 11 Adres: Bursa Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, Nilüfer 16059 - Bursa
17	Website:	
18	Objective of the Course:	Show how to manage the marketing process as a whole in market conditions and provide application perspective
19	Contribution of the Course to Professional Development:	Learning how market should be monitored with parallel to the firm's marketing process
20	Learning Outcomes:	
	1	Understanding how businesses manage their products/services in market conditions
	2	Analyzing marketing problems that businesses can face in their sectors and solve these problems
	3	Understanding the branding process for businesses
	4	Analyzing the business environment
	5	Understanding how to manage pricing for competitive power
	6	Understanding how the most effective marketing organization take place
	7	Learning ethical principles in marketing process and how they work
	8	Understanding the online marketing functionality
	9	Understanding how customers can be managed in market conditions
	10	Learning how market should be monitored with parallel to the firm's marketing process
21	Course Content:	

Course Content:	
Week	Theoretical	Practice

1	Competition and industry analysis	
2	Segmentation and generation management	
3	Product and innovation management	
4	Brand management	
5	Price management	
6	Management of distribution systems	
7	Integrated marketing communications	
8	Marketing strategies	
9	Marketing organization	
10	Management of marketing performance	
11	Customer equity management	
12	Social media marketing	
13	E-commerce management	
14	Sales management	
22	Textbooks, References and/or Other Materials:	İsmet Mucuk, Pazarlama İlkeleri, Türkmen Kitabevi, Tuncer Tokol, Pazarlama, Dora yayınları, Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Prentice Hall
23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT

Activites	Number	Duration (hour)	Total Work Load (hour)
Home work project	6	0.00	
Theoretical	14	3.00	42.00
Final Exam	1	60.00	
Practicals/Labs	0	0.00	0.00
Total	7	100.00	
Self study and preperation	14	2.00	28.00
Contribution of Term (Year) Learning Activities to	40.00		
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Contribution of Final Exam to Success Grade	60.00		
Field Studies	0	0.00	0.00
Midterm exams	1	20.00	20.00
Measurement and Evaluation Techniques Used in the	The achievements of the course regarding midterm and		
Others	1	10.00	10.00
Final Exam	1	50.00	50.00

24	ECTS / WORK LOAD TABLE		
Total Work Load			170.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS

	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	4	4	1	5	1	1	1	1	1	1	0	0	0	0	0	0
ÖK2	1	1	4	1	5	5	1	1	1	1	0	0	0	0	0	0
ÖK3	1	1	1	4	1	5	1	5	5	5	0	0	0	0	0	0
ÖK4	1	4	5	1	1	1	1	5	1	1	0	0	0	0	0	0

ÖK5	1	1	5	4	1	1	5	1	1	1	0	0	0	0	0	0
ÖK6	1	1	4	1	5	1	1	5	5	1	0	0	0	0	0	0
ÖK7	1	1	1	1	1	5	4	5	5	1	0	0	0	0	0	0
ÖK8	1	1	1	1	5	4	1	1	2	4	0	0	0	0	0	0
ÖK9	1	1	4	1	4	5	1	1	1	1	0	0	0	0	0	0
ÖK10	1	1	4	1	5	1	1	5	5	1	0	0	0	0	0	0

LO: Learning Objectives   PQ: Program Qualifications

Contribution Level:	**1 very low**	**2 low**	**3 Medium**	**4 High**	**5 Very High**