

# MARKETING STRATEGIES

1	Course Title:	MARKETING STRATEGIES
2	Course Code:	IIS4202
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	8
7	ECTS Credits Allocated:	6.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	No
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Yrd.Doç.Dr. FİLİZ EREN BÖLÜKTEPE
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Yrd. Doç. Dr. F.Eren BÖLÜKTEPE İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 eboluktepe@uludag.edu.tr
17	Website:	
18	Objective of the Course:	The objective of this course is to familiarize you with a strategic thought-process. During the course we will discuss how an organization can create dynamic strategies that are responsive to changing conditions.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	By the end of the course, students will be able to:Analyze relationships between marketing strategy and marketing process
	2	Define the environmental factors affecting marketing
	3	Develop marketing strategies according to the strategies alternatives
	4	Develop a marketing plan that creates competitive advantages
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Strategic marketing approach and its development progress	

2	The effects of globalization on marketing strategies.				
3	An overview of marketing strategy development process				
4	Data minning and data collection techniques for marketing strategy				
5	Introduction to marketing plan: Sample marketing plan, contents of a marketing plan				
6	Mission, Values, and Vision Statements, (SWOT) Analysis				
7	Marketing implementation: Sectoral analysis,				
8	Customer analysis and positioning strategies				
9	Case studies on marketing strategy: BMW's marketing strategy in India, McDonald's in France				
10	Marketing implementation: Pricing strategy, product strategy, branding and packaging strategy				
11	Marketing implementation: Promoting strategy				
12	Case studies on marketing plan: Turkish Airlines, Southwest Airlines, Virgin Atlantic Airlines				
13	Marketing implementation: Distributing strategy				
14	Marketing control: Operating and strategic				
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical			14	3.00	42.00
22	Assesment				
Practicals/Labs			0	0.00	0.00
Self study and preperation		R	14	3.00	42.00
Homeworks			0	0.00	0.00
Quiz	0	0	0	0.00	0.00
Field Studies			0	0.00	0.00
Final Exam	1	60	100	26.00	26.00
Others			0	0.00	0.00
Contribution of Term (Year) Learning Activities to Success Grade			40	100	40.00
Total Work Load					150.00
Contribution of Final Exam to Success Grade			60.00		5.00
ECTS Credit of the Course					6.00
Measurement and Evaluation Techniques Used in the Course					
24	ECTS / WORK LOAD TABLE				

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	5	4	4	4	4	4	4	4	4	5	0	0	0	0
ÖK2	5	5	4	4	5	4	4	4	4	4	4	4	0	0	0	0
ÖK3	5	4	4	4	5	4	4	4	4	5	4	5	0	0	0	0

ÖK4	5	4	4	4	4	4	4	4	5	5	4	4	0	0	0	0
LO: Learning Objectives   PQ: Program Qualifications																
Contrib ution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							