

MARKETING STRATEGIES

1	Course Title:	MARKETING STRATEGIES
2	Course Code:	ISL4316
3	Type of Course:	Compulsory
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	8
7	ECTS Credits Allocated:	7.00
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:	Prof. Dr. MURAT HAKAN ALTINTAŞ
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	Uludağ Üniversitesi, İ.İ.B.F. İşletme Bölümü, Görükle, Bursa, 16059 mhakan@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Show how to manage the marketing process as a whole in market conditions and to show implications that can create competitive advantage for firms.
19	Contribution of the Course to Professional Development:	
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 propose possible solutions
	3	Explaining 'brand' term and understanding the branding process for businesses
	4	Analyzing the business environment
	5	Pricing strategies and pricing management
	6	Understanding how the most effective marketing organization take place
	7	Understanding how customers can be managed in market conditions
	8	Learning how market should be monitored parallel to efficient marketing activities
	9	
	10	
21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Marketing Concepts	

2	The Marketing Environment	
3	Marketing Planning	
4	Strategic Marketing Planning	
5	Market Share Strategies	
6	Competition Strategies	
7	Product and Product Differentiation	
8	Strategic Product Segmentation	
9	Product Strategies	
10	Price and Pricing Strategies	
11	Distribution Strategies and Distribution Channels	
12	Promotion and Advertising Strategies	
13	Sales Force Strategies	
14	Methods Of Marketing Research	

22	Textbooks, References and/or Other Materials:	O. C. Ferrell, Michael D. Hartline, Marketing Strategy, 3rd Ed., Thomson South Western, Ohio, 2005, Philip Kotler ve Kevin Lane Keller, Marketing Management, 13 th. Ed., Upper Saddle River, New Jersey: Pearson Prentice Hall, 2009. Ömer TORLAK, Remzi ALTUNIŞIK, Pazarlama Stratejileri Yönetel Bir Yaklaşım, 2nd Edition, Beta, İstanbul, 2012
----	---	---

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	1	3.00	3.00
Midterm Exam	1	40.00	40.00
Practicals/Labs	0	0.00	0.00
Self study and preparation	0	3.00	3.00
Home work project	0	0.00	0.00
Homeworks	1	15.00	15.00
Projects	2	0.00	0.00
Total	1	10.00	10.00
Field Studies	0	0.00	0.00
Success Grade	1	45.00	45.00
Others	1	10.00	10.00
Final Exams	1	50.00	50.00
Total	1	10.00	10.00
Total Work Load			204.00
Course work load/ 30 hr			6.80
ECTS Credit of the Course			7.00

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	0	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK2	3	5	4	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK3	0	0	4	5	0	0	0	5	0	0	0	4	0	0	0	0
ÖK4	0	0	4	0	0	0	0	5	0	0	0	4	0	0	0	0

ÖK5	0	0	0	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK6	5	0	4	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK7	0	3	3	4	0	0	0	5	0	0	4	4	0	0	0	0
ÖK8	4	4	0	0	0	0	0	5	0	0	0	4	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			