

# MARKETING MANAGEMENT

<b>1</b>	Course Title:	MARKETING MANAGEMENT
<b>2</b>	Course Code:	ISL3301SİL
<b>3</b>	Type of Course:	Optional
<b>4</b>	Level of Course:	First Cycle
<b>5</b>	Year of Study:	3
<b>6</b>	Semester:	5
<b>7</b>	ECTS Credits Allocated:	5.00
<b>8</b>	Theoretical (hour/week):	3.00
<b>9</b>	Practice (hour/week):	0.00
<b>10</b>	Laboratory (hour/week):	0
<b>11</b>	Prerequisites:	-
<b>12</b>	Language:	Turkish
<b>13</b>	Mode of Delivery:	Face to face
<b>14</b>	Course Coordinator:	Prof. Dr. MURAT HAKAN ALTINTAŞ
<b>15</b>	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
<b>16</b>	Contact information of the Course Coordinator:	E-posta: mhakan@uludag.edu.tr Telefon: 0224 294 1066 Adres: Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, Nilüfer 16059 - Bursa
<b>17</b>	Website:	
<b>18</b>	Objective of the Course:	This course aims to give knowledge about the context, concepts and process of entrepreneurship, recognize entrepreneurial opportunities, determine feasibility of a new business concept and develop the ability to prepare business plans such as marketing plan, operating plan, finance plan and etc.
<b>19</b>	Contribution of the Course to Professional Development:	
<b>20</b>	Learning Outcomes:	
	<b>1</b>	Understanding how businesses manage their products/services in market conditions
	<b>2</b>	Analyzing marketing problems that businesses can face in their sectors and solve these problems
	<b>3</b>	Understanding the branding process for businesses
	<b>4</b>	Analyzing the business environment
	<b>5</b>	Understanding how to manage pricing for competitive power
	<b>6</b>	Understanding how the most effective marketing organization take place
	<b>7</b>	Learning ethical principles in marketing process and how they work
	<b>8</b>	Understanding the online marketing functionality
	<b>9</b>	Understanding how customers can be managed in market conditions
	<b>10</b>	Learning how market should be monitored with parallel to the firm's marketing process
<b>21</b>	Course Content:	

<b>Course Content:</b>			
<b>Week</b>	<b>Theoretical</b>	<b>Practice</b>	
<b>1</b>	Competition and industry analysis		
<b>2</b>	Segmentation and generation management		
<b>3</b>	Product and innovation management		
<b>4</b>	Brand management		
<b>5</b>	Price management		
<b>6</b>	Management of distribution systems		
<b>7</b>	Integrated marketing communications		
<b>8</b>	Marketing strategies		
<b>9</b>	Marketing organization		
<b>10</b>	Management of marketing performance		
<b>11</b>	Customer equity management		
<b>12</b>	Social media marketing		
<b>13</b>	E-commerce management		
<b>14</b>	Sales management		
<b>22</b>	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	
<b>23</b>	Assesment		
<b>TERM LEARNING ACTIVITIES</b>		<b>NUMBE R</b>	<b>WEIGHT</b>
Midterm Exam		1	40.00
Quiz		0	0.00
Home work-project		0	0.00
Final Exam		1	60.00
Total		2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00	
Contribution of Final Exam to Success Grade		60.00	
Total		100.00	
Measurement and Evaluation Techniques Used in the Course			
<b>24</b>	<b>ECTS / WORK LOAD TABLE</b>		

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	20.00	20.00
Others	1	10.00	10.00
Final Exams	1	50.00	50.00
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	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	0	5	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK8	0	3	3	4	0	0	0	5	0	0	4	4	0	0	0	0
ÖK9	0	3	3	4	0	0	0	5	0	0	4	4	0	0	0	0
ÖK10	0	3	3	4	0	0	0	5	0	0	4	4	0	0	0	0
<b>LO: Learning Objectives PQ: Program Qualifications</b>																
<b>Contribution Level:</b>	<b>1 very low</b>			<b>2 low</b>			<b>3 Medium</b>			<b>4 High</b>			<b>5 Very High</b>			