

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT  
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS329	Marketing Management and Strategy	Elective	5	-	10.09.2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Mustafa Ünsalan, Ph.D., Assistant Professor of Marketing & munsalan@aybu.edu.tr				
<b>Office Hours &amp; Office Room</b>	Wednesday, 09.00-12.00 & Room: B-212				
<b>Course Content and Objectives</b>	<p>Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. We will cover topics such as marketing plans/strategies, marketing research, market segmentation, retailing, advertising, pricing, Internet marketing, etc.</p> <ul style="list-style-type: none"> <li>• <i>To analyze the role of marketing within the firm and society.</i></li> <li>• <i>To expose you to the two parts of a marketing strategy: the target market and the marketing mix.</i></li> <li>• <i>To study the four basic variables in the marketing mix: product, promotion, price, and distribution.</i></li> <li>• <i>To exercise analytical, communication, and presentation skills (through use of technological aids, such as Microsoft Word, PowerPoint, and the Internet) – the basic tools of marketing.</i></li> </ul>				
<b>Textbook(s)</b>	<ul style="list-style-type: none"> <li>• Marketing Management (Philip Kotler, Kevin L. Keller and Alexander Chernev Global Edition 16th Edition, Pearson)</li> <li>• Lecture notes shared by the instructor</li> <li>• Selected articles</li> </ul>				
<b>Teaching Methods and Techniques</b>	In this course class discussions, in-class bonus activities, course related videos, self-awareness scales, various articles will be used as teaching methods and techniques.				
<b>Course Learning Outcomes</b>	1	Will be able to explain marketing as a value creation process			
	2	<i>Will be able to explain the marketing management process</i>			
	3	Will be able to evaluate marketing strategies and competition.			
	4	Will be able to comprehend the evaluation of marketing performance and control process.			
<b>Program Outcomes Contributed by the Course</b>	<b>Program Outcomes (PO)</b>				
	PO1	Graduates are equipped with up-to-date conceptual and applied knowledge of their field of study			
	PO2	Graduates can devise solutions to organizational or business problems using conceptual, applied, and methodological skills acquired during Program experience			
	PO9	Graduates are knowledgeable about fundamental environmental and social issues			
<b>Contribution of the Course to Field Instruction</b>	The students will be able to have knowledge of theories and approaches and practical applications in the field of consumer behavior.				

<b>Topics Covered in the Course</b>	1. Week	Introduction to course, Review of Syllabus Marketing: Defining Marketing for the New Realities	
	2. Week	Marketing Planning and Management	
	3. Week	Analyzing Consumer Markets Analyzing Business Markets	
	4. Week	Conducting Marketing Research	
	5. Week	Identifying Market Segments and Target Customers Crafting a Customer Value Proposition and Positioning	
	6. Week	Designing and Managing Products Designing and Managing Services	
	7. Week	Building Strong Brands Managing Pricing and Sales Promotions	
	8. Week	Midterm Week	
	9. Week	Managing Marketing Communications Designing an Integrated Marketing Campaign in the Digital Age	
	10. Week	Personal Selling and Direct Marketing Designing and Managing Distribution Channels	
	11. Week	Managing Retailing Driving New Market Offerings	
	12. Week	Developing New Market Offerings Building Customer Loyalty	
	13. Week	Tapping into Global Markets Sociality Responsible Marketing	
	14. Week	Teamwork Presentations	
	15. Week	Teamwork Presentations	
<b>Course Evaluation Criteria</b>	<b>In-Term Studies</b>	<b>Quantity</b>	<b>Percentage %</b>
	Mid-terms	1	30%
	Quizzes	0	0%
	Assignments	0	0%
	Attendance	0	0%
	Practice	0	0%
	Project	1	30%
	Final examination	1	40%
	<b>Total</b>	<b>3</b>	<b>100%</b>
<b>Disability Policy</b>	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (<a href="https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html">https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html</a>) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>		