I. GENERAL INFORMATION

Course Code:            İşL.209
Course Title:          Introduction to Marketing
Semester & Year:       GÜZ / 2004
Department:            İşletme
Teaching Staff:        Prof. Dr. Mahir NAKİP
Faculty Contact Information:
Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi
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II. COURSE INFORMATION

COURSE OBJECTIVES
The main objective of the course is to develop the student's understanding of Marketing. To appreciate the importance of the separate marketing functions, the management of these functions, and how each function effects other functions within the marketing domain. The course will emphasize consumer markets over business markets. In brief, the purpose of this course is to develop a useful and relevant understanding of marketing and a working vocabulary of marketing terms.

COURSE DESCRIPTION
This course designed to give basic information about marketing concept and to develop the student's understanding of Marketing. The course covers major marketing functions such as marketing management, marketing research, product planning, distribution channels, pricing and promotion.

COURSE METHODOLOGY
The class will be conducted primarily in lecture format. Regardless, students will be encouraged to rise question and to make observations and comments whenever they wish. Participation of the students in the class discussions is expected to ply an important role.

COURSE REQUIREMENTS
Students are expected to have a sufficient knowledge of general business and familiarity with basic concepts of economics. Chapters assigned for the day in the course outline must be read before coming to class. Full attendance is expected. Midterm and final exams should be passed successfully.

GRADING INFORMATION & CRITERIA
The course grade will be based upon the performance of the student on midterm exam, final exam and class participation. The course grade will be calculated as follows:
- Midterm exam 40%
- Final exam 60%

REQUIRED & PROPOSED MATERIALS
* Intellectual curiosity

EXTRA INFORMATION

COURSE OUTLINE
1. Week: What is marketing, marketing management philosophies, marketing challenges
2. Week: Strategic planning and marketing process
3. Week: The global marketing environment
4. Week: Marketing research and information system
5. Week: Consumer and business buyer behavior
6. Week: Market segmentation, targeting, and positioning
7. Week: Product and services strategy
8. Week: New product development life-cycle strategies
9. Week: Pricing products
10. Week: Distribution channels and logistics
11. Week: Retailing and wholesaling
12. Week: Advertising and public relations
13. Week: Personal selling and sales promotion
14. Week: Direct and on-line marketing