



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b> <i>Use capital letters only</i>	MANAGEMENT	<b>Dept. Numeric Code</b>	3 2
<b>Course Code</b>	Dept. Code+Course No M A N 4 4 3	<b>Number of weekly lecture hours</b>	3
		<b>Number of weekly lab/ tutorial hours</b>	-
		<b>Number of Credit Hours</b>	3
<b>Course Web Site</b> <i>Use capital letters only</i>		<b>ECTS Credit</b>	0 5

#### Course Name

*This information will appear in the printed catalogs and on the web online catalog.*

English Name *maximum 40 characters*

Special Topics in Marketing Management

Abbreviated English Name *maximum 15 characters*

Turkish Name *maximum 40 characters*

Pazarlama Yönetiminde Güncel Konular

Abbreviated Turkish Name *maximum 15 characters*

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	M A N 3 0 7			
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Give others, if any.	Prior knowledge of management is strongly recommended.	
	<input type="checkbox"/> Senior Standing			
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>				
<input type="checkbox"/> Must course for Dept.	<input type="checkbox"/> Must course for other dept(s)	<input checked="" type="checkbox"/> Elective course for Dept.	<input checked="" type="checkbox"/> Elective course for other dept(s)	

Is the new course <b>replacing</b> a former course in the curriculum?											
Former Course's Code	Dept. Code+Course No <table border="1"> <tr> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> </tr> </table>									Former Course's Name	
Is there any similar course which has content <b>overlap</b> with other courses offered by the university?			<input type="checkbox"/> Yes <input type="checkbox"/> No								
Most Similar Course	Dept. Code+Course No <table border="1"> <tr> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> </tr> </table>									Course Name	

<b>Frequency of Offerings</b> <i>Check all semesters that the course is planned to be offered.</i>	<input checked="" type="checkbox"/> Fall	<input checked="" type="checkbox"/> Spring	<input checked="" type="checkbox"/> Summer
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First Offering					
Academic Year	<input type="checkbox"/>	<input type="checkbox"/>	Semester	<input type="checkbox"/> Spring	<input type="checkbox"/> Fall
Maximum Class Size Proposed	30	Student Quota for Other Departments	10	Approximate Number of Students Expected to Take the Course	20

## Part II. Detailed Course Information

<b>Justification for the proposal</b> <i>Maximum 80 words</i>

<b>Course Description</b> <i>Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.</i>
This course covers contemporary and significant areas of marketing that draw on fundamental research from social and cognitive psychology or other relevant source disciplines. Offerings of the course will cover a varying range of topics such as Neuro-marketing, Experiential marketing, Guerrilla marketing, Sense marketing, Influencer marketing, Green marketing etc. depending on the expertise of the professor. Publications from academic journals will be discussed and critiqued by students, paying attention to theoretical and methodological issues.

<b>Course Objectives</b> <i>Explain the aims of the course. Maximum 100 words.</i>
The objectives of the course are: <ul style="list-style-type: none"> <li>• Explore the major forces and trends affecting the marketing industry on a local and global level.</li> <li>• Develop a knowledge base for contemporary and significant issues / topics in the field of marketing.</li> <li>• Evaluate feasible strategies and implications for these special concepts and topics in marketing</li> </ul>

<b>Learning Outcomes</b> <i>Explain the learning outcomes of the course. Maximum 10 items.</i>
Throughout this course students will learn to: <ol style="list-style-type: none"> <li>1. Appreciate the diversity of marketing contexts and the current state and direction of the marketing practice.</li> <li>2. Demonstrate the influence of global societal megatrends that are contributing to changes in marketing practices.</li> <li>3. Examine the emergence, relevance, and application of contemporary marketing concepts and contexts.</li> <li>4. Analyze marketing challenges and issues associated with contemporary concepts and contexts.</li> <li>5. Recommend approaches to address challenges posed by contemporary concepts and contexts.</li> </ol>

Course Outline <i>List the topics covered within each week.</i>	
Week	Topic(s)
1	Creativity and Innovation in Customer Experience Management
2	Social Marketing
3	Influencer Marketing
4	Neuro Marketing
5	Sensory Marketing

6	Reflections on Assigned Journal Articles on Special Topics
7	Midterm Examination
8	Experiential Marketing
9	Green Marketing
10	Event Marketing
11	Relationship Marketing
12	Digital Marketing
13	Guerrilla Marketing
14	Reflections on Assigned Journal Articles on Special Topics

**Textbook(s)**

List the textbook(s), if any, and other related main course materials.

Author(s)	Title	Publisher	Publication Year	ISBN
Brittany HENNESSY	<b>Influencer: Building Your Personal Brand in the Age of Social Media</b>	Citadel Press	2018	0806538856
Douglas Van PRAET	<b>Unconscious Branding</b>	St. Martin's Press	2012	1137278927
Jay C. LEVINSON & Shane GIBSON	<b>Guerrilla Social Media Marketing</b>	Entrepreneur Press	2010	978-1599183831
Martin LINDSTROM	<b>Brand Sense</b>	Free Press	2008	B00371V9LI

**Reference Books**

List the reference books as supplementary materials, if any.

Author(s)	Title	Publisher	Publication Year	ISBN

**Teaching Policy**

Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)

There will be a three-hour lecture every week. This course involves a range of teaching methods: Lectures will be delivered on contemporary marketing concepts and in-class discussions will be generated about industry examples as well as academic journal articles on selected topics. Students are expected to fully participate in discussions.

**Laboratory**

Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory, and list the names of the laboratories in which these sessions will be conducted.

N/A

**Computer Usage**

Briefly describe the computer usage and the hardware/software requirements in the course.

N/A

**Grading Policy**

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm	1	20						

Take-home assignments	5	15					
Term Project/ Research Article	1	35					
Final Exam	1	30					

<b>ECTS Workload</b>			
<i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	14	3	42
Attending Labs/Recitations ( <i>weekly basis</i> )	-	-	-
Preparation beforehand and finalizing of notes ( <i>weekly basis</i> )	14	0.5	7
Collection and selection of relevant material ( <i>once</i> )	1	3	3
Self study of relevant material ( <i>weekly basis</i> )	14	2	28
Homework assignments/Examples	5	3	15
Preparation for Quizzes	-	-	-
Preparation for Midterm Exams ( <i>including the duration of the exams</i> )	1	5	5
Preparation of Term Paper/Case Study Report ( <i>including oral presentation</i> )	-	-	-
Preparation of Term Project/Field Study Report ( <i>including oral presentation</i> )	1	12	12
Preparation for Final Exam ( <i>including the duration of the exam</i> )	1	10	10
<b>TOTAL WORKLOAD</b>			122
<b>TOTAL WORKLOAD / 30</b>			25
<b>ECTS Credit</b>			<b>5</b>

<b>Program Qualifications vs. Course's Learning Outcomes</b>						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.	X				
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.		X			
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.					X
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.					X
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.		X			
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.					X
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.				X	
8	Be thereby qualified to conduct research in business administration and management.					X
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.				X	
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.		X			
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.		X			
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.			X		
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.		X			
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.			X		

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest

Other Relevant Information

