ESOGÜ Electrical-Electronics Engineering Department

COURSE CODE: 151225402 – 151245402 **COURSE TITLE:** Intro. to Marketing

Semester	Weekly Hours		COURSE			
	Theoretical	Practical	Credits	ECTS	Type	Language
5	3	0	3	4	Compulsory ( ) Elective (x)	Turkish ( ) English (x)

Write the credit (for non-credit courses weekly hours) below (If necessary distribute the credits.).

Math and Basic Science	Electrical Engineering [mark (x) if there is high design content]	General Education	Humanities
	( )		3

Assessment	THEORETICAL-PRACTICAL COURSES			LABORATORY COURSES		
	Type	Number	%	Activity Type	Number	%
Midterm	Midterm	1	50	Quiz		
	Quiz			Lab performance		
	Homework			Report		
	Project			Oral exam		
	Other (…..)			Other (……)		
Final		1	50			
Makeup exam (Oral/Written)						

Prerequisites	
Brief content of the course	The course includes introduction to marketing, customer relationship management, consumer behavior, business to business marketing, segmentation/targeting/ positioning strategies, brand management, sales and pricing strategies, integrated marketing communication, advertising and public relations, sale force management and e-marketing.
Objectives of the course	To give information about basics of marketing, product and brand managment strategies, sales strategies and a brief information about the tools of communication.
Contribution of the course towards professional education	In the globalization age, companies conduct worldwide business and generally prefer to utilize engineers in the marketing and sales departments for either equipment and material sales or business and consulting services sales. As a result, engineers needs to be equipped with the basics of marketing, sales, consumer behavior and communication tools in order to fulfill requirements that are raised by the companies.
Outcomes of the course	**To understand, evaluate, analyse and explain:** - the marketing strategies, and the marketing mix - the preparing marketing plan - the building customer relationship - the positioning strategies for targeted marketing - how to create a brand - the setting price and developping pricing policy - the integrated marketing communication
Textbook of the course	Kotler, P. and Armstrong, G. (2006) Principles of Marketing. Eleventh Edition. Pearson Prentice Hall: New Jersey, USA
Other reference books	- Solomon, M.R. (2004) Consumer Behavior: Buying, Having and Being. Sixth Edition. Pearson Education: New Jersey - Kapferer, J.N. (2008) The New Strategic Brand Management. Fourth Edition. Kogan Page: United Kingdom - Doyle, P. and Stern, P. (2006) Marketing Management and Strategy. Fourth Edition. Prentice Hall: England
Required material for the course	

WEEKLY PLAN OF THE COURSE	
Week	**Topics**
1	Introduction to marketing and costumer relationship
2	Marketing strategy and marketing mix
3	Consumer markets and consumer behavoir
4	Business to business markets and business buyer behaviour
5	Market segmantation, target marketing and positioning a product
6	Brand building
7	Introduction to general pricing approaches and strategies
8	Midterm
9	Midterm
10	Integrated marketing comunication strategies
11	Advertising and public relations
12	Personal selling and direct marketing
13	Creating competitive advantage strategies
14	The global marketplace and E-Marketing
15,16	Final

Contribution of the course to the program outcomes

NO	OUTCOMES OF THE PROGRAM	4	3	2	1
1	Adequate knowledge of mathematics, science and Electrical and Electronic Engineering; ability to practice theoretical and practical knowledge of these areas into modeling and solving problems of Electrical and Electronic Engineering				**X**
2	Ability to identify complex engineering problems in Electrical and Electronic Engineering and related fields, for this purpose having skills to formulate, select and apply appropriate methods.				**X**
3	Having skills to apply modern design methods to design a complex system, equipment or product that should work under realistic conditions and constraints and satisfy specific requirements concerning the Electrical and Electronic Engineering.				**X**
4	Having skills to develop, select and apply modern techniques and tools needed for Electrical and Electronic Engineering applications, skills to use information technology effectively.				**X**
5	Skills to design and conduct tests, collect data, analyze results, and interpret data for the experimental investigation of Electrical and Electronic Engineering problems				**X**
6	Ability to function effectively as an individual and as a member of teams within the discipline and in multidiscipline areas.				**X**
7	Communicating effectively in oral and written form both in Turkish and English.		**X**		
8	Awareness of the necessity of lifelong learning, access to information, monitoring developments in science and technology and the ability to self-renewing		**X**		
9	Understanding of professional and ethical responsibility		**X**		
10	Information on project management, change management and risk management practices, awareness on entrepreneurship, innovation and sustainable development.		**X**		
11	Information about universal and societal effects of engineering applications on health, safety and environment; awareness of the legal consequences of engineering solutions.				**X**

Scale for assessing the contribution of the course to the program outcomes:

4: High **3: Medium** **2: Low** **1:None**

Name of Instructor(s): Elif Eşiyok Sönmez

Signature(s):

Date: