

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: İşletme			
Course Title: CURRENT TOPICS IN MARKETING		Course Org. Title: CURRENT TOPICS IN MARKETING	
Course Level: Lisans		Course Code: MRK 4244	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 22/09/2020	
Weekly Course Hours: 3		Course Coordinator: PROF.DR. BURCU İLTER	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
BUSINESS ADMINISTRATION	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

PROF.DR. BURCU

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Course Objective:

The objective of this course is to foster a basic frame of recent developments in marketing and business environment. The course aims to provide students understanding of marketing policies and strategies and, its implementations considering domestic and international business environments.

Learning Outcomes:

- 1 Examine the marketing problems of business environment and how they affect the various issues in this area in order to be able to interpret opportunities and threats
- 2 Appreciate the systematic scientific analysis as well as the creative art and judgment involved in marketing management through group projects
- 3 Improve oral and written communication skills through class discussions and presentations
- 4 Work effectively as part of a team participating and interacting in the group in a productive manner for him/herself and for the group as a whole. skills through class discussions and presentations.

Learning and Teaching Strategies:

1. Participation to Discussions
2. Final Exam
3. Term Project

Assessment Methods:

Name	Code	Calculation formula
Snfiçal	SC	
Ödev	ODV	
Final	FN	
BNS	BNS	$SC * 030 + DV * 040 + FN * 030$
Bütünleme Notu	BUT	
Bütünleme Sonu Başarı Notu	BBN	$SC * 030 + DV * 040 + BUT * 030$

Further Notes about Assessment Methods:



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Assessment Criteria:

1. The learner will interpret the current trends in marketing in final exam.
2. The learner will address one of the current trends in marketing in term project.
3. Late submissions of reports will not be graded.

Textbook(s)/References/Materials:

Various related textbooks journals and articles

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.
3. Students are expected to participate actively in class discussions.
4. Students are expected to attend to classes on time.
5. Students are expected to prepare ahead of time for class.
6. Students are expected to follow appropriate business etiquette regarding cell phones

Contact Details for the Instructor:

Office Hours:

Course Outline:

Week	Topics:	Notes:
1	Introduction	
2	Experiential marketing	
3	Brand love vs. Brand hate	
4	Sustainability marketing	



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5	Social marketing Societal marketing
6	Sharing economy Collaborative consumption
7	Neuromarketing and applications
8	Group project presentation
9	Group project presentation
10	Group project presentation
11	Group project presentation
12	Group project presentation



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36

Exams

Final	1	2	2
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Out Class activities

Preparing assignments	1	45	45
Preparing presentations	1	10	10
Preparation for final exam	1	20	20
Total Work Load (hour)			113
ECTS Credits of the Course= Total Work Load (hour) / 25			5