

Course Syllabus
Marketing Management for Data Science

Instructor: Cengiz Yilmaz
Office:
Office Hours: By Appointment
Phone:
Course Materials: Canvas

Course Description: This is a graduate class yet beginning level marketing course that focuses specifically on the key terms, frameworks, and approaches that constitute the contemporary marketing theory as well as its applications in practical business circles. The purpose of the course is to provide the students with a keen understanding of the marketing function in business firms and of the methods of using this knowledge in developing and implementing successful marketing strategies. Proper use of information technologies and specific forms of data to foster the efficiency and effectiveness of marketing decisions shall be specifically emphasized.

Text: Philip Kotler and Gary Armstrong, *Principles of Marketing*, 14th or later edition, Prentice Hall International, Inc., 2010.

Further Reading: McDaniel, Lamb, and Hair, *Introduction to Marketing*, 12th Edition, South-Western, Cengage Learning.

Method: Formal Lectures + Discussion Sessions + Group Presentations

Grading: Project 35%; Participation 5%; Midterm 30%; Final Exam 30 %.

Topics: WEEK1.
Introduction and Key Terms
What is Marketing?
History of the Thought of Marketing
CH1 & CH2, ppt.: What is marketing

WEEK2.
Modern Marketing Philosophy
Marketing and Micro Environment
Marketing and Macro Environment
CH3, ppt. What is marketing

WEEK3.
Competitive Analyses
Corporate Strategy and Marketing
Key Elements of the Marketing Strategy
Buyer Decision Process (Overview)
Market Segmentation, Target Marketing, and Positioning.
CH2, CH4, CH5, CH7, CH18, ppt: Segmentation and Positioning & Competitive Advantage

WEEK4.
Market Segmentation, Target Marketing, and Positioning Continued
CH5, CH7, ppt: Segmentation and Positioning

WEEK5.
Product & Branding Strategies
Key Terms and Classifications
Branding and Brand Equity Management
CH8, CH9, ppt. Product and brand Management

WEEK6.

Integrated Marketing Communications
CH14, CH15, CH16, CH17, ppt. Promotions

WEEK7.

Integrated Marketing Communications Continued
CH14, CH15, CH16, CH17, ppt. Promotions
Assignment 5: Describe and Criticize the Communication Strategy of Your Case Product (Essay, minimum 250 words) Due 19.11

WEEK8.

Pricing Methods and Tactics
Demand Estimation & Mathematical Pricing
Catching Up, Overview, & Midterm.
CH10, CH11, ppt: Pricing

WEEK 9.

Management of Marketing Channels
Structural & Administrative Issues
CH12, CH13, ppt: Management of Marketing Channels

WEEK10.

Understanding the Consumer
CH5, CH6, ppt: Understanding Buyers

WEEK11.

Business to Business Markets
Services
CH6, CH8

WEEK12.

Business Strategy
CH18, CH 19

WEEK 13

Marketing Research Applications
CH4

WEEK 14

Sustainability and Marketing Ethics
CH20

Project 1:

Students are to select an existing product and/or brand in the marketplace, research the product's marketing strategies for the past 2-4 years and write a critical report about the product's marketing performance. These reports shall include critical evaluations of all major elements of the product's marketing strategy and applications. Information about the product's marketing specifics could be obtained from company officials or open sources (internet, trade magazines, industry analyses, etc.). Reports are due at the beginning class of the last week of classes.

Project 2

Students will develop presentations and present to the class at designated times. Topics for the presentations and the specific time schedule will be provided by the instructor during classes.

Plagiarism:

Plagiarism is simply stealing someone else's academic work and presenting as if it is your own. Even using two consecutive sentences from another author's work (including internet documents) without providing appropriate citation is going to be considered plagiarism for all assignments and project reports in this class. A submission with direct quotations exceeding 5 percent of the total body of the text will also be considered plagiarism

regardless of the citations and references provided. It is a crime, and anyone caught committing this crime will not only get a direct F from the course but also be reported to Faculty Administration for further disciplinary action.