

**Course Profile**  
**Department of Management / International Trade Program**

Course Number : <b>MAN 382</b>	Course Title : <b>Strategic Marketing</b>
Required / Elective : <b>Elective</b>	Pre / Co-requisites : -
Catalog Description: Tools for strategy in marketing and managing for success, strategic game plan for the company, formulating and implementing marketing strategy, selecting target markets for the firm's product and services, allocating resources across businesses and segments, the development of the marketing mix for competitive advantage.	Textbook / Required Material : A Framework for Marketing Management, Philip Kotler & Kevin Lane Keller, Fourth Edition, ISBN-13: 978-0-13-713184-6
Course Structure / Schedule : <b>(3+0+0 ) 3 / 6 ECTS</b>	
Extended Description : The objective of this course is to introduce essential concepts, methods, strategies and processes that are used in strategic brand management. Selected contemporary business cases, as well as, a rich and updated portfolio of business cases are utilized to enhance the strategic perspectives of marketing in theory and practice. Students are expected to understand the functional aspects of marketing and the role of marketing manager in an organization.	
Design content : None	Computer usage: -
Course Outcomes: By the end of this course, students will be able to: 1. Identify the framework of strategic brand management understanding and applications. [5] 2. Comprehend how to plan, organize, lead and control brand management functions within an organizational setting with an emphasis on brand equity concept. [5] 3. Develop the consciousness of social marketing with an emphasis on consumer and environmental protection dynamics. [5,13] 4. Achieve an interdisciplinary point of view. [5,14]	
Recommended reading: Çağdaş İşletme-Yönetim Dinamikleri ve Biz, Murat Ferman, ISBN: 975-288-989-1	
Teaching methods: The course will be covered through lectures; topic discussions, case analysis. It is crucial that students attend regularly, review the coverage of the previous class and read the required material prior to coming class.	
Assessment methods: Midterms: 30 % Final Examination: 40 % Quiz and Case Studies : 30 %	

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	13	6	78
Lectures	13	2	26
In Class-case studies	10	1	10
Case Studies	8	4	32
Business Profiles Analysis	4	1	4

TOTAL: 150 hours / 25 = 6 ECTS

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