

SYLLABUS
INSTITUTE OF SOCIAL SCIENCES

Course Code	Course Title	Credit	ECTS	
MAN 637	Marketing Theory	3 (3-0-3)	8	
Prerequisite Courses:	None			
Language of Instruction:	Turkish	Mode of Instruction:	Face to face	
Course Type and Level:	Compulsory/ Ph.D.			
Title, First Name, and Last Name of the Course Instructor		Lecture Hours	Office Hours	
Assoc. Prof. Dr. Murat GÜLMEZ		Friday 16:30-18:30	Thursday 10:00-12:00	
			mgulmez@cag.edu.tr	
Course Objective: The aim of this course is to ensure that the fundamental terms, concepts, and definitions related to marketing theories and approaches are comprehensively understood by students, and also to enable them to grasp the important role it plays in today's modern business world. Additionally, it aims to enhance the ability to read contemporary marketing articles, research, and similar materials created by foreign and domestic sources, and to recognize the different perspectives among these sources.				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relationship	
			Prog. Output	Net Effect
	1	Defines the concepts and terms related to Contemporary Marketing.	1,2,5,8	1,3,5,2
	2	Understands the developments in the evolution of marketing up to the present day and the potential of marketing that has emerged as a result.	1,2,5,8	2,2,5,4
	3	Comprehends the impact of technological developments on the concept of marketing.	1,2,5,8	3,1,1,5
	4	Interprets ethical and moral issues related to Contemporary Marketing.	1,2,5,8	5,5,4,2
5	Understands the importance of the concept of Contemporary Marketing and interprets its effects on the business world.	1,2,5,8	4,2,3,1	
Course Content:	Within the scope of this course, it is aimed that students gain a comprehensive and systematic understanding of the fundamental terms, concepts, and definitions related to the field of Contemporary Marketing. Throughout the course, the mutual interaction between technology and the business world will be emphasized, and the impact of digitalization on marketing activities will be examined. Within the framework of marketing theories, the main approaches, concepts, and models will be discussed; the technological infrastructure of contemporary marketing, digital transformation, data-driven marketing practices, and current marketing strategies will be presented to students.			
Course Contents: (Weekly Course Plan)				
Weeks	Topics	Preparation	Teaching Methods and Techniques	
1	Introduction to the Course and Orientation	-	Discussion	
2	Introduction to Marketing	Week 1 Reading List	Presentation and Discussion	
3	The Evolution of the Definition of Marketing Over Time, Scientific Marketing Management, and the Concept of Ethical Marketing	Week 2 Reading List	Presentation and Discussion	
4	Marketing Theories, the Marketing Revolution, and New Trends in Marketing	Week 3 Reading List	Presentation and Discussion	
5	Marketing: A Scientific Discipline or an Artistic Practice?	Course Book: Chapters 1, 2, 3	Presentation and Discussion	
6	Marketing Theories and related article studies (Social Exchange, Rational Choice, and Expectancy Theory)	Course Book: Chapters 4,5,6	Presentation and Discussion	

7	Marketing Theories and related article studies (Diffusion of Innovations, Attribution, Equity Theory)	Course Book: Chapters 7,8,9	Presentation and Discussion
8	Midterm Exam		
9	Marketing Theories and related article studies (Agency Theory, Technology Acceptance Model, Social Network Theory, and Marketing Eras)		
10	Marketing Theories and related article studies (Cognitive Dissonance, Resource-Based View, Optimal Experience Theory)	Course Book: Chapters 10,11,12	Presentation and Discussion
11	Marketing Theories and related article studies (Cognitive Dissonance, Resource-Based View, Optimal Experience Theory)	Course Book: Chapters 13,14,15,16,17,18	Presentation and Discussion
12	Marketing Theories and related article studies (Comparative Advantage in Competition, Expectancy, Theory of Reasoned Action)	Course Book: Chapters 19,20,21,22,23,24	Discussion and Writing
13	Marketing Theories and related article studies (Marketing Channel Management, Theory of Planned Behavior, Extended Self Theory, Product Life Cycle Theory)	Internet, books, articles, journals, etc.	Discussion and Writing
14	Article Writing and Discussion	Internet, books, articles, journals, etc.	Discussion and Writing
15	Article Writing and Discussion	Internet, books, articles, journals, etc.	Discussion and Writing
16	Article Writing and Discussion	Internet, books, articles, journals, etc.	Discussion and Writing
17	Final Exam		

Course Resources

Textbook:	Marketing Theory a Student Text, Michael J.Baker and Michael Saren, 2010, SAGE Publication. Marketing Theory, Shelby D. Hunt, 2010, Routledge Taylor & Francis Group. Pazarlama Teorileri, Editor: Prof.Dr. Mehmet İsmail Yağcı ve Prof.Dr. Serap Çabuk, Mediacat yayıncılık.
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Course Assessment and Evaluation

Activities	Number	Effect	Notes
Final Project	1	%100	

ECTS Table

Content	Number	Hours	Total
Course Duration	16	3	48
Out-of-Class Work	16	5	80
Midterm Exam	3	20	60
Final Project	1	55	55
Total:			243
Total / 30:			243/30=8,1
ECTS Credit:			8

Past Achievements


MAN-637 Marketing Theory Course Content Catalog	
Week 1 Reading List	
Article Title:	Can Marketing be a Science?
Authors:	Robert Bartels
Article Title:	What Do You Care What Other People Think?
Authors:	Richard. P.Feynman
Article Title:	Definition of Science
Authors:	Robert B. Fischer
Article Title:	Marketing As a Science: An Appraisal
Authors:	Kenneth D. Hutchinson

MAN-637 Marketing Theory Course Content Catalog	
Week 2 Reading List	
Article Title:	The Myth of the Marketing Revolution
Authors:	D. G. Brian Jones and Alan J. Richardson
Article Title:	Marketing Theory And Practise
Authors:	Micheal J.Baker
Article Title:	The Identity Crisis in Marketing
Authors:	Robert Bartels
Article Title:	New Trends in Marketing
Authors:	Tantak N.N and Jayshree Chavan
Article Title:	A Generic Concept of Marketing
Authors:	Philip Kotler
Article Title:	Pazarlama Teorisinin Felsefi Temelleri: Değişim mi İlişki mi?
Authors:	Bayram Z.Erdoğan, Muhammet A.Tiltay and Halil S. Kimzan
Article Title:	The Marketing Revolution
Authors:	Robert J.Keith
Article Title:	History of Marketing Thought
Authors:	Eric H.Shaw and Robert D. Tamilia

MAN-637 Marketing Theory Course Content Catalog	
Week 3 Reading List	
Article Title:	The Marketing concept in the 21st century: A review of how Marketing has been defined since the 1960s
Authors:	Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn and Paula Durkan
Article Title:	Scientific marketing management and the emergence of the ethical marketing concept
Authors:	Mark Tadajewski and D.G. Brian Jones

MAN-637 Marketing Theory Course Content Catalog	
Week 4 Reading List	
Article Title:	Reinventing Marketing to Manage the Environmental Imperative
Authors:	Philip Kotler
Article Title:	The General Theory of Marketing Ethics: A Revision and Three Questions
Authors:	Shelby D. Hunt and Scott J. Vitell
Article Title:	Service-dominant logic: continuing the evolution
Authors:	Stephen L. Vargo & Robert F. Lusch
Article Title:	On the intersection of marketing history and marketing theory
Authors:	Shelby D. Hunt
Article Title:	Expanding our understanding of marketing in society
Authors:	William L. Wilkie & Elizabeth S. Moore
Article Title:	The Service-Dominant Logic and the Future of Marketing
Authors:	David Ballantyne and Richard J. Varey

MAN-637 Marketing Theory Course Content Catalog	
Week 5 Reading List	
Article Title:	Losing Consciousness: Automatic Influences on Consumer Judgment, Behavior, and Motivation
Authors:	John A. Bargh
Article Title:	Fundamental motives: How evolutionary needs influence consumer behavior
Authors:	Vladas Griskevicius and Douglas T. Kenrick
Article Title:	Chances, Trances and Lost of Slots: Gambling Motives and Consumption Experiences
Authors:	June Cotte

MAN-637 Marketing Theory Course Content Catalog	
Week 6 Reading List	
Article Title:	Açık İnovasyon Ve Örneklerle Açık İnovasyonun Kullanımı
Authors:	Şirin Gizem KÖSE
Article Title:	Surfing the New Wave of Open Innovation Research

Authors:	Wim Vanhaverbeke, Henry Chesbrough, and Joel West
Article Title:	Değer İnovasyonu: İnovasyonla Değer Oluşturmak
Authors:	Sema YİĞİT
Article Title:	İnovasyonda Sınırların Genişlemesi: Açık İnovasyon
Authors:	Ramazan KAYNAK ve Mehmet Oğuz MADEN

***Starting from the 7th week, 24 theories found in the book 'Marketing Theories' will be examined.**

***Editors: Prof. Dr. Serap Çabuk, Assist. Prof. Dr. Mehmet İ. Yağcı, MEDİACAT PUBLICATIONS**