

SYLLABUS

Faculty of Economics and Administrative Sciences

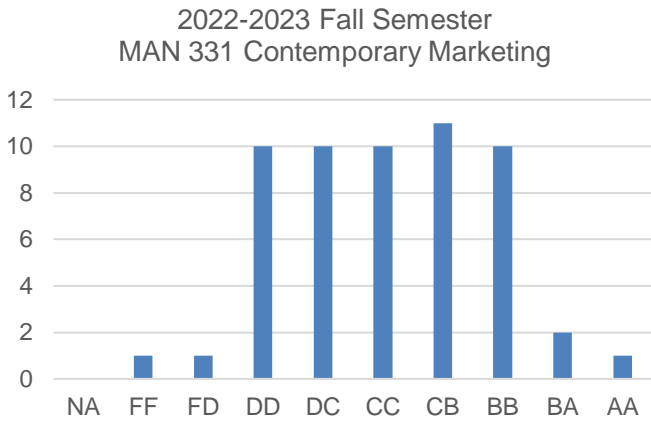
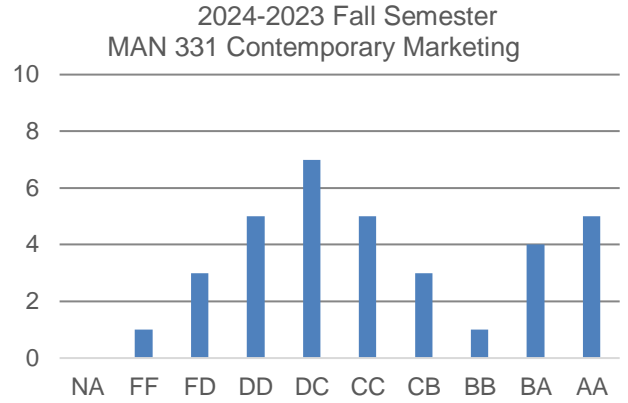
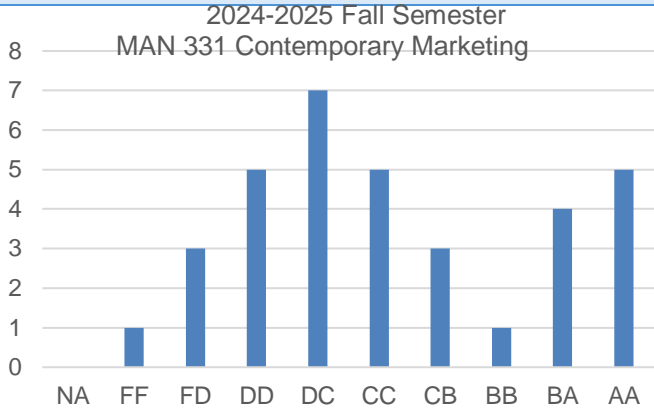
Course Code	Course Title	Credits	ECTS Value	
MAN 331	MİGROS-Contemporary Marketing Issues	(3-0-3)	6	
Prerequisite Courses:	None			
Course Language:	English	Course Delivery Mode:	Face to Face	
Course Type and Level:	Compulsory / First cycle / 1. Year / Fall Semester			
Instructor's Title, Name, and Surname	Course Hours	Office Hours	Contact	
Assist. Prof. Dr. Duygu Gür	Wednesday 13:25-15:45	Thursday 10:00-12:00	duygugur@cag.edu.tr	
Course Coordinator:	Assist. Prof. Dr. Duygu Gür			
Course Objectives				
<p>This course seeks to equip students with a comprehensive understanding of contemporary marketing concepts and emerging challenges in the field. It emphasizes the integration of theoretical knowledge with real-world business practices, enabling students to critically analyze key marketing dynamics such as digital transformation, consumer behavior, ethics, and sustainability. Students will be encouraged to develop innovative and practical solutions to complex marketing problems. Furthermore, through field studies, case analyses, and guest lectures, students will gain direct exposure to professional marketing practices while strengthening essential skills in analytical thinking, problem-solving, teamwork, and effective communication.</p>				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	Explains the fundamental concepts of marketing and discusses contemporary marketing issues with illustrative examples.	3,4&7	5&3&4
	2	Applies theoretical knowledge through real-world business cases and case studies.	5&9	5&4
	3	Develops and proposes analytical and creative solutions to marketing problems.	9&8	5&3
	4	Communicates and presents marketing strategies effectively through written reports and oral presentations.	1&6	5&4
	5	Utilizes and evaluates current information technologies and digital tools in marketing decision-making.	2&5	5&3
	6	Assesses social responsibility considerations and ethical dilemmas in marketing decisions and makes appropriate judgments.	4&7	5&3
	7	Collaborate effectively in team projects, demonstrating teamwork and leadership skills.	6&1	5&3
8	Analyzes and integrates marketing strategies with other business functions to develop a holistic perspective.	7&8	5&4	
9	Designs innovative marketing approaches by keeping abreast of current developments.	9&2	5&3	
Course Content:	<p>This course explores contemporary marketing challenges by combining theory with practice, covering topics such as consumer behavior, digital transformation, sustainability, and ethics, while engaging students in field visits, guest lectures of Migros, and case studies to develop innovative and practical solutions.</p>			

Course Schedule (Weekly Plan)

Week	Topic	Preparation	Teaching Methods and Techniques
1	Introduction: Course overview, expectations	Students introduce themselves and share expectations	Lecture, ice-breaking activities
2	Marketing: Creating Customer Value and Engagement	Kotler, Ch. 1	Lecture, brainstorming on current marketing issues
3	Company and Marketing Strategy: Partnering to Build Customer Relationships	Kotler, Ch. 2; Review a brand's mission & vision; Read Emirates case study	Lecture, flipped classroom, case analysis, discussion
4	Consumer Markets and Consumer Behavior	Reflect on a recent purchase (1 page)	Lecture, mini-research & survey design, gamification activity (creative consumer insights)
5	Guest Speaker: Branding and Product Strategies	Group work: "How can Migros make physical stores attractive for young consumers in the e-commerce era?"	Guest lecture (Migros), problem-based learning
6	Global Marketing Environment and Contemporary Dynamics	Kotler, Ch. 3; Select a global brand, identify one factor (economic, social, tech) influencing it in Turkey	PESTEL analysis workshop, discussion of current news
7	Services Marketing & Experiential Marketing	Kotler, Ch. 10; Service failure scenario, customer journey mapping	Lecture, case-based exercises
8	Midterm Exam		Exam
9	Midterm Exam		
10	Field Visit: Migros		Field study (Migros collaboration)
11	Pricing Strategies & Digital Transformation	Pricing Strategies & Digital Transformation	Lecture, class discussion
12	Digital Marketing, Social Media & Ethical Issues	Digital Marketing, Social Media & Ethical Issues	Social media analysis, ethics panel
13	Guest Speaker: Distribution Channels & E-commerce	Guest Speaker: Distribution Channels & E-commerce	Guest lecture + Q&A
14	Integrated Marketing Communications (IMC) & Advertising	Integrated Marketing Communications (IMC) & Advertising	Campaign design, student presentations
15	Sustainable Marketing & CSR	Sustainable Marketing & CSR	Green marketing campaign design, peer evaluation
16	Project Final Report Preparation	Project Final Report Preparation	In-class teamwork, instructor guidance
17	Final Exam	Final presentations	Student presentations, peer evaluation, reflective discussion
18	Final Exam	Final Report submission	

Course Resources			
Textbook:	Boone, L. E., & Kurtz, D. L. (2016). Contemporary marketing (17th ed.). Cengage. Kotler, P., & Armstrong, G. (2015). Principles of marketing (17th ed.). Pearson.		
Recommended References:			
Course Assessment and Evaluation			
Activities	Number	Percentile	Notes
Midterm Exam	1	%25	Written Exam
Presentations	2	%10	Group Presentations – Collaborative projects such as: “How can Migros make its physical stores more attractive to young consumers in the era of e-commerce?” “Advertising Campaign Presentation”
Case Study	1	%10	Individual Assignment – Consumer survey design and an individual report based on an academic article.
Class Participation (Migros Activities)	3	%5	Class Participation – Active involvement in class discussions, in-class activities, and participation in the field visit (Migros).
Final Project	1	%50	Team-based final project including a written report and oral presentation.
ECTS Table			
Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Study	14	3	42
Presentation	2	7	14
Case Study	2	6	12
Migros Field Visit	1	5	5
In-Class Participation	3	3	9
Midterm	1	21	21
Final Project	1	35	35
Total:			180
Total / 30:			$180 \div 30 \approx 6,0$ ≈ 6
ECTS Credit:			6

Past Term Achievements



Certificate Eligibility for the Branded Course

Students who fulfill the following requirements will be awarded a certificate for this course:

Certificate Requirements:

Attendance Requirement: Students must attend at least 80% of the course sessions, including in-class activities and the field visit in collaboration with Migros.

Achievement Requirement: Students must achieve a minimum grade of BB (80/100) in the course.