



OSTİM TECHNICAL
UNIVERSITY
A N K A R A

**FACULTY OF ECONOMIC AND
ADMINISTRATIVE SCIENCES**

**MARKETING DEPARTMENT
UNDERGRADUATE PROGRAM**

ASSESSMENT STRATEGIES

Introduction and Definitions

These strategies aim to provide quality assurance and support the continuous improvement of the Marketing Undergraduate Program consisting of at least 8 semesters or equivalent (240 ECTS credits) in order to meet the expectations of the Stakeholders.

Definitions

Assessment strategies require the use of the following basic definitions:

- i. **Program Teaching Objectives**: General statements describing the career goals and expectations in the field that graduates of the Undergraduate Program are expected to achieve.
- ii. **Program Learning Outcomes**: Statements describing the knowledge, skills and competencies that students should acquire until they graduate from the Undergraduate Program.
- iii. **Measurement**: The process of identifying, collecting and organizing data and evidence using various methods to determine levels of access to Program Teaching Objectives and Program Learning Outcomes.
- iv. **Evaluation**: The process of interpreting the data and evidence obtained as a result of the measurements using various methods.
- v. **Credit**: One credit is equivalent to the teaching load of 1 hour of theoretical lecture given regularly every week during the semester or 2 or 3 hours of practical work done.
- vi. **ECTS Credit**: The credit defined in the European Credit Transfer System.

I. GENERAL ASSESSMENT STRATEGY

Criterion 1 Students

- 1.1. Students admitted to the Undergraduate Program must have the basic knowledge, skills and competencies to acquire the Program Learning Outcomes that the Undergraduate Program aims to gain. Students' admission requirements to the Undergraduate Program should be evaluated at regular intervals and changes should be monitored.
- 1.2. Arrangements should be made, published and implemented regarding student admission through lateral and vertical transfer, double major, minor and student exchange applications, and the evaluation of courses taken and earned credits in other undergraduate programs.
- 1.3. Studies should be carried out to encourage and ensure student mobility through national and international agreements and partnerships to be made by the Undergraduate Program with other Undergraduate Programs.
- 1.4. Academic counseling should be provided to guide students about course and career planning.
- 1.5. Students' success in all courses and other activities within the scope of the Undergraduate Program should be measured and evaluated with transparent, fair and consistent methods.
- 1.6. In order to decide on the graduation of the students, methods that determine that all the conditions required by the Undergraduate Program are fulfilled should be developed and applied.

Criterion 2 Program Teaching Objectives

- 2.1. Program Teaching Objectives are listed below table

	Program Teaching Objectives
1	To have theoretical and applied knowledge in the field, to be able to use the knowledge they have
2	Defining issues, collecting data, evaluating, analyzing, interpreting and developing solution proposals by using the knowledge, skills and competencies acquired in the field.
3	To be able to access different information sources related to the field and be able to do analysis and research
4	Ability to work in disciplinary, multidisciplinary or multicultural groups and individually
5	Ability to communicate verbally and in writing in the language of instruction, to have knowledge of at least one foreign language
6	Be able to act with moral values and professional responsibility awareness
7	Knowing the universal and social effects and legal consequences of field practices

- 2.2. Program Teaching Objectives,
- 2.2.a Must fit the definition of program teaching objectives,
 - 2.2.b It should be compatible with the Department, Faculty, University and The Council of Higher Education regulations,
 - 2.2.c It should be published in a way that is accessible to students and stakeholders,
 - 2.2.d It should be determined in line with the expectations of its stakeholders.
 - 2.2.e It should be updated at regular intervals.
- 2.3. An assessment and evaluation process used to determine and document the achievement of the Program Teaching Objectives should be established and operated. With the help of the process, it should be proven that the Program Instructional Objectives have been achieved.

Criterion 3 Program Learning Outcomes

- 3.1. Program Learning Outcomes should cover all of the knowledge, skills and competencies required to achieve the below Program Teaching Objectives
- To have theoretical and applied knowledge in the field, to be able to use the knowledge they have
 - Defining issues, collecting data, evaluating, analyzing, interpreting and developing solution proposals by using the knowledge, skills and competencies acquired in the field.
 - To be able to access different information sources related to the field and be able to do analysis and research
 - Ability to work in disciplinary, multidisciplinary or multicultural groups and individually
 - Ability to communicate verbally and in writing in the language of instruction, to have knowledge of at least one foreign language
 - Be able to act with moral values and professional responsibility awareness
 - Knowing the universal and social effects and legal consequences of field practices

Undergraduate Programs may define additional Program Learning Outcomes of their own, provided that they are compatible with the Program Teaching Objectives.

- 3.2. A measurement and evaluation process used to periodically identify and document the achievement of Program Learning Outcomes should be established and operated.
- 3.3. Students who have reached the graduation stage must achieve Program Learning Outcomes.

Criterion 4 Program Teaching Plan

- 4.1. There must be a Curriculum that supports the Program Teaching Objectives and Program Learning Outcomes. The Curriculum should include General Criteria and Program-Specific Criteria.
- 4.2. The teaching methods to be used in the implementation of the Curriculum should provide students with the necessary knowledge, skills and competencies.
- 4.3. There is a teaching system that will ensure the implementation and continuous improvement of the Curriculum.
- 4.4. The Program Teaching Plan should include the following components:
 - 4.4.a Basic science education in accordance with the Undergraduate Program,
 - 4.4.b Vocational education in accordance with the Undergraduate Program,
 - 4.4.c Elective courses that complement the content of the Undergraduate Program.
- 4.5 Students must do at least 1(one) semester Workplace Education for first year, 3(three) semesters Workplace Application for second and third year and 3(three) semesters Workplace Experience for third and fourth years in which they will use the knowledge, skills and competencies they have acquired.

Criterion 5 Teaching Staff

- 5.1. Teaching Staff should be in sufficient number.
 - 5.1.a It should provide scientific research, student-teaching staff relationship, student counseling, service to the Council of Higher Education and academic development,
 - 5.1.b It should cover all areas of the Undergraduate Program.
- 5.2. The Faculty teaching staff must have adequate academic qualifications and ensure the maintenance and development of the Bachelor's Program.
- 5.3. Appointment and promotion criteria should be determined and applied to ensure and improve the above.

Criterion 6 Infrastructure

- 6.1. Classrooms, computer infrastructure and teaching equipment should be sufficient to achieve the Program Teaching Objectives and Program Learning Outcomes.
- 6.2. There should be an infrastructure that allows students to do extracurricular activities, meets their social and cultural needs, supports their professional development and provides student-instructor relationship.
- 6.3. Undergraduate Program should provide opportunities for students to acquire the necessary knowledge, skills and competencies. Computer infrastructures should be at a sufficient level for the scientific and educational work of students and instructors in line with the Curriculum Instructional Objectives.
- 6.4. Library facilities offered to students should be at a sufficient level to achieve the Program Teaching Objectives and Program Learning Outcomes.

- 6.5. Necessary safety precautions should be taken in the teaching environment.
- 6.6. Infrastructure arrangements should be made for the disabled.

Criterion 7 Support of The Council of Higher Education and Financial Resources

- 7.1. Administrative support, constructive leadership, financial resources and the policies followed in their distribution by the The Council of Higher Education and University should ensure the quality, development and sustainability of the Undergraduate Program.
- 7.2. Financial resources must be sufficient to attract and retain a qualified Faculty and to ensure its academic development.
- 7.3. Financial resources should be provided to provide, maintain and operate the necessary infrastructure and equipment for the Undergraduate Program.
- 7.4. Support personnel and institutional services should be provided to meet the needs of the Undergraduate Program. Technical and administrative staff should be of sufficient quantity and quality to support the delivery of the Program Learning Outcomes.

Criterion 8 Organizational Structure and Decision Making Processes

- 8.1. The organizational structure of the The Council of Higher Education and all decision-making processes within and between the Unit, Department, Faculty and University , should be arranged in such a way as to support the realization of the Program Learning Outcomes and the achievement of the Program Teaching Objectives.

Criterion 9 Continuous Improvement

- 9.1. Evidence that the results from the assessment and evaluation systems are used to continually improve the Undergraduate Program should be provided.
- 9.2. Continuous improvement studies should be collected at regular intervals regarding all areas of the Undergraduate Program that are open to development and should be based on concrete data.

Criterion 10 Program Distance Education

- 10.1. The Council of Higher Education should determine a distance education policy for the Undergraduate Program.
- 10.2. The Council of Higher Education should present evidence of the infrastructure opportunities, access conditions, usage qualifications, teaching processes, expert human resources, support services, information security and ethical dimensions for the program distance education.

Criterion 11 Program-Specific Criteria

- 11.1. It must be demonstrated that the Program-Specific Criteria are met.
- 11.2. If a Bachelor Program, because of its name, belongs to more than one set of criteria, it is expected to meet the criteria in each relevant set.

II. PROGRAM-SPECIFIC CRITERIA

Specific Criteria for OSTİM Technical University Faculty of Economic and Administrative Sciences Marketing Department Undergraduate Program

This Undergraduate Program criteria is for Undergraduate Programs with qualifications such as 'marketing', 'strategic marketing and brand management', 'sales-marketing', 'digital marketing', 'international marketing', 'marketing management', etc.

Graduates of this undergraduate program takes the marketing principles, marketing management, retailing and service management, customer relationship management, international marketing management, digital marketing, global brand management, marketing analysis courses. They also take courses about management, production and branding, accounting and finance, business, economics, mathematics, statistics, production management, human resources, finance, foreign trade, strategic management, research methods, etc.

It is expected to gain knowledge, skills and competence in knowing, understanding and commenting on the subjects of business, analyzing and commenting on planning, organizing, management, coordination and auditing, comprehending the social communication and environmental interaction of marketing, and similar subjects.

In addition, the marketing program carried out is that the students want to train themselves according to their interests; It also includes elective courses from areas of marketing, international trade, business management , management information systems and economics.

YEAR I

The first year is about gain knowledge and improve the skills about the management and management information systems.

The courses IUL151, IUL152 Introduction to University Life I-II, aim to adapt to the new environment of the university in a pleasant way, consisting of various activities that will be offered in addition to academic studies, for our students to adapt to university life.

EPR121,EPR122 Entrepreneurship I-II courses will enable transferring basic information about entrepreneurship to students and establishing project groups to realize the project ideas they will develop within the framework of these principles.

ENG101,ENG102 Academic English I-II courses aim is to orient the students to express themselves formally and informally, understand and prepare for their department.

MATH 103 course will help to maximize students' ability to engage in a rich learning experience, while creating a progressive environment.

BUS 101 Introduction to Business course will introduce the fundamentals of business administration and will enable students to gain the basic management knowledge which they can use in marketing environment.

MIS 131 course will provide them to evaluate the role of information systems in today's competitive business environment.

The assessment strategy will focus on to measure the theoretical knowledge about the courses. The multichoice text exams, the open ended exams will be used to measure the learning outcomes. The students will prepare their assignments about the related subjects which they define together with their instructors. The students will also make presentations about the contemporary subjects of the course and marketing discipline and this presentations will be also assessed as a part of midterm or final exam marks.

YEAR II

The second year, the students will gain knowledge and skills of fundamental marketing principles and customer relationship.

MAR 201, MAR 203 , MAR 204 Marketing Principles I-II and Customer Relationship Management courses will provide students with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behavior and managing the Customer relationship. This courses will give a critical support to gain students' knowledge and skills by simulation applications and will enable to learn subjects of marketing audits of a company and its products, competitors' analysis, environmental analysis, problem diagnosis, segmentation strategies, target marketing and positioning, growth strategies, development of an overall marketing plan, marketing communication and marketing management.

MAR 202 Marketing Information Systems course provides knowledge of the functional components and structure of marketing information systems, develops ability to distinguish and apply methods of marketing management, including marketing planning, modelling and customer relationship management domains.

BUS 202 General Accounting, BUS 306 Cost Accounting courses will help students understand and learn the basic accounting principles, how business transactions affect the basic corporate financial statements (F/Ss), and the concepts and procedures underlying the development of a cost

accounting system for managerial decisions, control, and performance reporting. So that the students will improve their financial knowledge and skills to manage the marketing operations.

Especially ENG 222 English for Business Life course will help them perform better in their business lives. Therefore, this course is planned to enhance students' language skills in English in terms of workplace communication skills and help them to activate these skills in their career lives.

This year students will also gain experience of working in groups via WAP 225, WAP226 Workplace Application I-II courses. Students will take this course in business environment and will make observations and experience in the workplace one day of the week. The activities carried out in the workplace will provide students with various skills that will enable them to become experienced about the marketing environment. The assessment by the companies will be prepared for each student and this assessment will be used for the course evaluation.

In this year the assessment strategy will focus on both knowledge and gaining skills. The evaluations with the test exams will define the levels of theoretical knowledge. The marketing simulation application results and Workplace Application results will be the skills measurement approach for this year.

YEAR III

During the third year marketing department students will learn the professional details of marketing operations and they will merge their knowledge by workplace applications and gain skills about marketing environment.

MAR 301, MAR 302, MAR303, MAR 306, IT307 Marketing Research Methods, Consumer Behavior, Strategic Marketing Management, International Marketing, and International Business courses will provide ability to make accurate and timely decisions in the domestic and international markets in which the companies operate. These courses will also help to determine the marketing strategies and tactics that play an important role in providing competitive advantage. The students will learn to make analysis depending on the continuous supply of data in a short time and effectively, The courses will enhance the capabilities for making the market analysis with the right methods in domestic and international marketing environment.

MAR 304 Retailing Management, MAR 305 Neuromarketing MAR 307 Service Marketing courses will provide a deep learning about the professional approaches for marketing operations.

While understanding the basic physiological and neural processes underlying consumer decision making the students will learn how to apply Neuroscience and Biometrics to the Practice of Marketing. They will learn the specifics of retail practice, understand the main problem areas in retailing management to build a sustainable competitive advantage. They will also understand the changes that are involved when a manufacturing firm develops a service offer; and learn the internal change processes that are necessary to develop a service offer in a manufacturing firm.

WAP 325 Workplace Application III and WEX 326 Workplace Experience I courses aims to provide the skills by making practical activities in real business environment. The students will observe the real marketing operations in OSTIM Organized Industrial Zone and will improve their marketing abilities by supporting the companies they worked together with the projects which they had prepared. They will also learn the implementation of theoretical knowledge and will gain experience from the company managers or experts of business. This will be a good way to familiarize the students with marketing environment and the works done in this environment.

Additionally, there is a full range of elective courses, whereby students may gain experience of advanced and specialist areas of marketing, international trade, business management , management information systems and economics.

Assessment strategy will focus on to understand how the students can apply the knowledge which they learned about the marketing operations. Students will prepare assignments and presentations to show their learning outcomes. They will also make case studies with the stakeholders which they have engaged with for the Workplace Applications Courses. The assessments from those companies will be used to measure the marketing skills of the students.

YEAR IV

The fourth year aims to help the students gain the specialized knowledge and skills about marketing operations domestically and globally.

MAR 402 Integrated Marketing Communications, MAR 403 Global Brand Management courses cover elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing and interactive marketing and branding operations. The students will evaluate all the listed topics and will prepare a branding and communication plan after reviewing the marketing plan, will continue with determining how decisions are made and matching media options. When finalizing their plan they will also identify communication tasks and will implement their plan.

At the end of the year MAR 400 Graduation Project will lead the students to focus on the problems of marketing management and marketing operations. The students will make a research about the determined problems according to literature review they executed. The students will prepare their report according to their findings and they will use their outputs to explain and to discuss the problem details and will make implications and recommendations to create alternatives and to find a solution. After a decision process they will explain their conclusions and will make more recommendations for further studies.

WEX 425 Workplace Experience II course will support the students to observe the problems about the marketing environment. During this placement training, students will simultaneously take the “Project Management” course. In this course, each student will be able to jointly identify the problem areas related to the marketing functions and strategies in the areas encountered in the marketing/sales/trade departments where he / she is doing placement training. By working jointly with business owners or business experts the students will identify the problems or make creative proposals for innovation. They will create a firm-student joint project idea, design it, develop it and reflect it on the field of application. This project will be evaluated in the performance placement training.

OUR DIFFERENCES

• Applied Education Model

OSTİM Technical University was established in providing business and financial center have made remarkable contributions in Turkey's industrialization. OSTİM Organized Industrial Zone, where thousands of SMEs are located together with industrial enterprises has developed policies to increase national and international competitiveness in many sectors. For this purpose, 7 different clusters in 7 different sectors are working towards opening their member businesses to international markets and increasing their competitive power both nationally and internationally. The location of OSTİM Technical University in such an industrial zone offers great opportunities to the students of the marketing program with theoretical knowledge as well as practical education. Starting from the 2nd year, our students will receive applied training one course each semester in the marketing units of the companies in order to gain observation, application, innovation and management skills in the business environment.

· **Entrepreneurship Scorecard**

Entrepreneurship Scorecard, which is based on gaining entrepreneurship mentality, equipment and skills to OSTİM Technical University students, is a follow-up procedure that allows the evaluation of the performance of each student in the university according to some predetermined or subsequently accepted entrepreneurial actions and in case of passing a certain stage.

For our students who have achieved a certain payroll in the Entrepreneurship Scorecard, our school will be given support and awards such as start-up capital support for the design, product, service or project they have established, job opportunities in OSTİM Technopark, finding and contacting partners, and internship opportunities abroad.

· **Lessons that Make a Difference**

In the education program of our department, there are various activities that will be presented in addition to our students' academic studies aiming to enable to easily adapt to university life, programs that will help the students to reach their goals and contribute to their personal development, courses such as Introduction to University Life, Building the Future, Entrepreneurship Project that help students to become active individuals, create intellectual curiosity, cultural sensitivity and awareness of taking responsibility, gain entrepreneurial qualities such as innovation-realization, commercialization, corporatization.

Our Philosophy of Education

- Learning by Simulation
- Web Based Learning
- Preparing Projects
- On-site Application
- Internships
- Professional Activities
- Social Activities
- Field Studies
- Report Writing
- Course & Classroom Activities
- Team Work
- Homeworks
- Seminars
- Technical Tours