

DEPARTMENT OF MARKETING INFORMATION PACKAGE

General Information: Globalization and developments in information and communication technologies have caused a transformation in all areas of society. An information-based network society structuring has emerged, which can be easily accessed anytime and anywhere, surrounding the societies formed by smart/digital systems. These developments have changed both the lifestyles of consumers and the way and models of business of businesses. As a result of the rapid change and transformation experienced, the change in consumer lifestyles, demands and needs has also caused a change in the market conditions in which the businesses are located. The ever-changing, deep and complex market conditions have also changed the structure and nature of competition. In addition, the free market economy and the removal of barriers to international trade led to an increase in trade volume and an intense competitive environment. Experienced changes have revealed different understandings such as production, product, sales, marketing and social marketing in marketing, which has a dynamic structure. In short, it has evolved from the idea of "I sell what I produce" to an understanding of "meaning value for the whole society" and "establishing a sustainable relationship with customers". In this intense competitive environment, businesses have sought to gain competitive advantage with their different and value-creating strategies from their competitors. The human capital, which will adapt to changes very quickly and gain competitive advantage in the dynamic structure of marketing and intense competition environment, in other words, the success of marketing managers and expert personnel can only be achieved with their competencies. The curriculum, which is prepared with an interdisciplinary approach, provides students with comprehensive equipment. As a marketing department, you can analyze consumer requests and needs, have knowledge of marketing mix, marketing communication, marketing strategies, marketing information systems, integrated marketing communication, marketing research, post-modern marketing and international marketing, and manage these processes. We aim to train managers/experts who are competitive, innovative and have foreign language knowledge.

Qualification Awarded: Marketing, Bachelor's Degree

Level of Qualification: Bachelor's Degree

Specific Admission Requirements: The placement of the students in the program is done by Assessment, Selection and Placement Centre (OSYM). Foreign students are placed following the verification of the equivalence of their high school degrees as well as other requirements specified in the higher education legislation and the OSTIM Technical University legislation in force and other relevant legislation. OSTIM Technical University shall establish its own selection and placement system for foreign students within the legislation in force when deemed necessary.

Recognition of Prior Learning: Following the enrollment of students, the courses they have taken in prior bachelor's degree programs may be accepted provided that they are validly and legally documented and the compatibility and adequacy of the subject, scope and contents of the course in terms of the program/course offered at OSTIM Technical University are assessed and approved by the Department Board and Faculty Executive Board.

Qualification Requirements and Regulations: Students are required to complete 240 ECTS credits, complete all coursework successfully in their education program and have a minimum of 2.00/4.00 cumulative grade point average to graduate.

Programme Profile: OSTİM Technical University marketing program covers economics, humanities, sociology, mathematics, statistics, English and research techniques courses within the scope of basic and introductory disciplines. In the program, especially workplace experience training and entrepreneurship take place intensively. The program includes courses in the fields of Management, Production and Branding, Accounting and Finance, within the scope of the basic disciplines of marketing. 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 the fields of Supply Chain Management, Digital Advertising and Social Media Management, Production Marketing and Competition Management.

Key Learning Outcomes:

Graduate of the program shall;

1. To understand the formal and informal processes related to a business structure.
2. Evaluate a business on the basis of all functional units.
3. Using analytical thinking effectively in the decisions taken for the problem solving process
4. To have a vision of self-development and learning.
5. To carry out all its activities within this framework, equipped with ethics.
6. To analyze the cases encountered by doing research and studies individually and as a team within the organization.
7. To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the interested parties, in writing and orally.
8. To develop effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.
9. To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge gained in the field of marketing.
10. To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.
11. To evaluate the knowledge and skills gained by marketing education with a critical perspective within the framework of practices in business life.
12. To follow the current trends developing within the framework of marketing and to interpret them correctly.

Job Opportunities for Graduates: Our students who graduate from the marketing program with the language of instruction in English can work in various departments of national and international businesses, institutions and organizations such as marketing, sales, promotion, in areas such as market research, digital marketing, digital promotion, brand development, social media marketing and product development. In addition, the graduates of the program can establish their own businesses as well as manage the relevant departments of international businesses. In addition, they can work in many units in their fields in public institutions as well as in the private sector. Graduates of this department have all the rights that graduates of other economic and administrative sciences have.

Access to Further Studies: Graduates of the program may apply to master's and PhD programs in social sciences, particularly in marketing.

Courses with ECTS Credits:

1. Semester (Winter)						
Code	Course Name	T	A	L	C	ECT S
ENG 101	Academic English I	3	0	0	3	3
EHS 101	Occupational Health and Safety	2	0	0	2	2
EPR 121	Entrepreneurship I	0	2	0	1	2
IUL 151	Introduction to University Life	2	0	0	2	2
ECON 101	Introduction to Microeconomics	3	1	0	3	7
MATH 103	Mathematics I	3	0	0	3	6
MIS 131	Management Information Systems	3	0	0	3	4
BUS 101	Introduction to Business	3	0	0	3	4
		19	3	0	20	30
2. Semester (Spring)						
Code	Course Name	T	A	L	C	ECT S
ENG 102	Academic English II	3	0	0	3	3
EPR 122	Entrepreneurship II	0	2	0	1	1
IUL 152	Building the Future	1	0	0	1	1
WED 124	Workplace Education	0	7	0	3	7
ECON 102	Introduction to Macroeconomics	3	1	0	3	7
MATH 104	Mathematics II	3	0	0	3	6
BUS 201	Management and Organization	3	1	0	3	5
		13	10	0	17	30
3. Semester (Winter)						
Code	Course Name	T	A	L	C	ECT S
ATA 101	Principles of Atatürk and History of Turkish Revolution I	2	0	0	2	2
TUR 101	Turkish I	2	0	0	2	2
WAP 225	Workplace Application I	0	7	0	3	7
ENG 221	English Writing Skills	1	2	0	2	4
BUS 202	General Accounting I	3	1	0	4	5

MAR 201	Marketing Principles I	3	1	0	4	5
MAR 202	Marketing Information Systems	3	0	0	3	5
		14	11	0	20	30
4. Semester (Spring)						
Code	Course Name	T	A	L	C	ECT S
ATA 102	Principles of Atatürk and History of Turkish Revolution II	2	0	0	2	2
TUR 102	Turkish II	2	0	0	2	2
WAP 226	Workplace Application II	0	7	0	3	7
ENG 222	English for Business Life	1	2	0	2	4
MAR 203	Marketing Principles II	3	0	0	3	5
BUS 306	Cost Accounting	3	1	0	4	5
MAR 204	Customer Relationship Management	2	1	0	3	5
		13	11	0	19	30
5. Semester (Winter)						
Code	Course Name	T	A	L	C	ECT S
WAP 325	Workplace Application III	0	7	0	3	7

BUS 302	Marketing Research Methods	3	2	0	4	4
MAR 302	Consumer Behavior	3	0	0	3	4
MAR 303	Strategic Marketing Management	3	1	0	4	4
ITF 307	International Business	3	0	0	3	4
ELEC 1	Elective Course I	3	0	0	3	3
		15	10	0	20	30
6. Semester (Spring)						
Code	Course Name	T	A	L	C	ECT S
WEX 326	Workplace Experience I	0	7	0	3	7
MAR 304	Retailing Management	3	0	0	3	6
MAR 305	Neuromarketing	3	0	0	3	4
MAR 306	International Marketing	3	1	0	4	5
MAR 307	Service Marketing	3	1	0	4	4
ELEC 2	Elective Course II	3	0	0	3	4
		15	9	0	20	30
7. Semester (Winter)						
Code	Course Name	T	A	L	C	ECT S
WEX 425	Workplace Experience II	0	7	0	3	7
MAR 401	E-Trade and Digital Marketing	2	2	0	3	5
ITF 403	International Sales and Negotiation	3	0	0	3	5
MAR 402	Integrated Marketing Communications	3	0	0	3	5
MAR 403	Global Brand Management	3	0	0	3	4
ELEC 3	Elective Course III	3	0	0	3	4
		1	9	0	1	3

		4			8	0
8. Semester (Spring)						
Code	Course Name	T	A	L	C	ECTS
WEX 426	Workplace Experience III	0	30	0	15	22
MAR 400	Graduation Project	0	10	0	5	8
		0	40	0	20	30

ELECTIVE COURSES (SEMESTER V VI VII)						
Code	Course Name	T	A	C	L	ECTS
MAR 311	The sociology of work.	3	0	0	3	4
MAR 411	Supply Chain Management	3	0	0	3	4
MAR 412	Innovation and Technology Management	3	0	0	3	4
MAR 413	Production	3	0	0	3	4
MAR 414	Competition Management	3	0	0	3	4
MAR 415	Digital Advertising and Social Media Management	3	0	0	3	4
MAR 416	Public Relations and Publicity Policies	3	0	0	3	4

T: Theoretical Course
HourA:Application Course
Hour

C: Credits
L: Laboratory
ECTS:

European

Credit

Transfer

System

Assessment and Grading: Instructors shall assess the success levels of students by employing various assessment methods. According to the Regulation on Associate and Bachelor's Degree Education, Training and Examination of OSTIM Technical University, DC and DD grades mean conditional pass whereas FD, FF and NA grades mean failure to pass. Passing Grade Coefficients are given below.

Grade	Coefficient	Grade Range (out of 100)	Status
AA	4	90-100	Pass
BA	3,5	85-89	Pass
BB	3	80-84	Pass
CB	2,5	70-79	Pass
CC	2	60-69	Pass
DC	1,5	50-59	Conditional Pass
DD	1	45-49	Conditional Pass
FD	0,5	35-44	Fail
FF	0	0-34	Fail
NA	0	0	Fail

Graduation Requirements: Students are required to complete all coursework successfully in the program, have a minimum of 2.00/4.00 cumulative grade point average and complete 240 ECTS credits to graduate.

Mode of Study: Full time

Program Director and Department Reengineering Coordinator:

Program Director

Assistant Professor Tuğrul Oğuzhan, PhD

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Department Reengineering Coordinator

Research Assistant Şeyda Ok

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Courses-Key Learning Outcomes Relation Matrix

COURSE CODE	COURSE NAME	1 2 3 4 5 6 7 8 9 10 11 12												SUM	
		RATE													
WEX 426	Workplace Experience III	5	5	5	5	5	5	5	4	4	5	5	4	57	91
MAR 303	Strategic Marketing Management	5	5	5	4	3	5	4	5	5	4	5	5	55	87
MAR 306	International Marketing	3	3	4	4	3	5	4	5	5	4	5	5	50	79
WEX 425	Workplace Experience II	5	5	4	4	4	4	4	4	4	4	4	4	50	79
MAR 301	Marketing Research Methods	2	3	5	4	3	5	4	4	5		5	4	44	69
WEX 326	Workplace Experience I	4	4	3	4	4	4	4	3	3	4	3	4	44	69
MAR 302	Consumer Behavior	2	2	5	4	4	4	4	5	4	3	4	2	43	67
WAP 325	Workplace Application II	5	5		4	4	4		4	3	4	4	4	41	64
MAR 305	Neuromarketing	4	3	5	5		5		5	4		5	5	41	64
MAR 307	Service Marketing	3	3	3	4		4	5	5	4		5	5	41	64
MAR 203	Marketing Principles II		3	3	4		3	5	5	5		4	5	40	62
MAR 204	Customer Relationship Management		4	3	4		4	4	4	4	5	4	2	40	62
MAR 304	Retailing Management		3	3	4		4	5	5	4		5	5	40	62
MAR 202	Marketing Information Systems		2	4	4		4	4	4	5		5	5	39	61
WAP 226	Workplace Application I		5		4	4	4		3	3	4	3	4	39	61
MAR 402	Integrated Marketing Communications	4	2	4	4		4	5	3	4		5	4	39	61
MAR 201	Marketing Principles I	3	3	3	4		3	5	4	4		4	5	38	59
WAP 225	Workplace Application I	4	4		4	4	4		3	3	4	3	4	37	57
MAR 401	E-Trade and Digital Marketing	2	3	3	5		4		5	5		5	5	37	57
MAR403	Global Brand Management	4	2	3	4		3	2	4	4		5	5	36	56
MAR400	Graduation Project			5	5			5	5	5		5	5	35	55
ITF307	International Business	4	3	3	3		3	2	4	3	2	3	4	34	54
ITF403	International Sales and Negotiation	3	3	4	3		3		4	4		4	4	32	49

BUS201	Management and Organization	5	5	3	1	2	3	2			4	2	3	30	46
WED124	Workplace Education	4	4		4	4	3				4	3	3	29	44
EPR122	Entrepreneurship II	2	2	3	5			3	4	3		3	3	28	42
BUS101	Introduction to Business	5	5	2	1	2	3	2			4	2		26	39
EPR121	Entrepreneurship I	2	2	3	5			3	3			3	3	24	36
ECON101	Introduction to Microeconomics	3	2	3	2				3	4		3	3	23	34
ECON102	Introduction to Macroeconomics	3	2	3	2				3	4		3	3	23	34
MIS131	Management Information Systems	3	2	4	3		3			3			3	21	31
IUL151	Introduction to University Life	2		3	4	4	3				4			20	29
IUL152	Building the Future	2		3	4	4	3				4			20	29
ENG102	Academic English II				5			3	4			3	4	19	27
ENG222	English for Business Life				5			3	4			3	4	19	27
ENG101	Academic English I				5			4	3			2	4	18	26
BUS306	Cost Accounting	2	2	4			4			4			2	18	26
BUS202	General Accounting	2	2	3			4			4		2		17	24
EHS101	Occupational Health and Safety	3	2			4	2				5			16	22
MATH103	Mathematics I			4	3		4			5				16	22
MATH104	Mathematics II			4	3		4			5				16	22
TUR101	Turkish I			2	5			5					4	16	22
ATA101	Prin. of Atatürk and History of Turkish Revolution I				5	5						5		15	21
ATA102	Prin. of Atatürk and History of Turkish Revolution II				5	5						5		15	21
ENG221	English Writing Skills				5			5						10	12
TUR102	Turkish II			2	3			5						10	12

NQF-HETR/Program Competencies Matrix: Marketing

National Qualifications Framework <u>Academically Oriented</u>		Program Qualifications											
		1	2	3	4	5	6	7	8	9	10	11	12
KNOWLEDGE (Theoretical, Conceptual)	1							X					
SKILLS (Cognitive, Practical)	1		X										
	2			X							X		
COMPETENCIES (Competence to Work Independently and Take Responsibility)	1							X					
	2						X						
	3							X					
COMPETENCIES (Learning Competence)	1												X
	2												
COMPETENCIES (Communication and Social Competence)	1								X				
	2									X			
	3												
	4						X						
	5					X			X				

COMPETENCIES (Field Specific Competence)	1	X			X									
	2												X	
	3											X		
	4										X			

2.1.2. Undergraduate Degree Qualifications for Field of Education of Business and Administration (Academic Weighted)²

NQF HETR CYCLE	KNOWLEDGE - Theoretical -Factual	SKILLS Cognitive Practical	COMPETENCES			
			Competence to Work Independently and Take Responsibility	Learning Competence	Communication and Social Competence	Field Specific Competence
6 BACHELOR'S EQF- LLL: 6. Level QF- EHEA: 1. Level	1 -Possess advanced level knowledge within the field.	1 -Possess the skills to transfer knowledge related to the field to professionals and team members. 2 -Possess the skills to interpret and analyse data, define problems, and offer solutions with using knowledge in decision, practice and manner gained within the field.	1 -Conduct studies on field related topics. 2 -Take responsibility either as a project coordinator or participant in accordance with project objectives. 3 -Determine aims and objectives for the organization/ institution	1 -Evaluate the acquired knowledge and skills with a critical approach. 2 - Show the comprehension of gaining awareness of lifelong learning.	1 -Transfer the ideas and suggestions based on the basic knowledge and skills acquired within the field through written and oral communication. 2 -Establish effective communication with partners in professional field. 3 -Use informatics and communication technologies required within the field with at least a minimum level of European Computer Driving License Basic Level software knowledge. 4 - Monitor the developments in the field and communicate with peers by using a foreign language at least at a level of European Language Portfolio B1 General Level.	1 -Act in accordance with organization/ institution, work and social ethic values. 2 -Analyse and maintain relations with partners of the organization/ institution effectively. 3 -Possess skills to encourage innovation . 4 -Possess a critical approach towards the organization/ institution. 5 -Possess sufficient consciousness about the issues of universality of social rights, social justice, quality, cultural values and also, environmental protection, and worker's health and security.

² If it is available in the related field of education, NQF-HETR 6. Level (Undergraduate) Higher Education Profile will be described.

