

COURSE INFORMATION FORM	
Faculty/ Institute	Faculty of Fine Arts and Architecture
Department	Department of Industrial Design
Course Code	EUT 330
Course Title	Marketing
Language	English
Program	Industrial Design Undergraduate Program
Course Type	Must
Course Level	
Course ECTS	2
Prerequisites	None
Course Catalogue Description	This course aims to provide students with the knowledge and skills to use scientific research methods which are essential for industrial design profession , basic concepts of marketing, basic principles of marketing process, market research, consumer behavior, brand creation and brand promotion, marketing communication and digital marketing; product design, management and development processes.
Course Objectives	The aim of this course is to teach industrial design students scientific methods about how to analyze the market, macro environment factors, competitors in the market and the consumers in order to gain the ability to make effective marketing decisions.
Course Learning Outcomes	Design and marketing are extremely grift business processes that can not be considered distinct areas of expertise. The design process, which takes into account the needs of the market and the demands of the user, is an important component of product management. The other person is the product designer who can give the most accurate and comprehensive information about the product to the marketing team. For this reason, the fact that an industrial designer has the ability to produce information and marketing ideas on how the marketing process works is of great importance for the continuity of the design and production process. At the end of this course, students will be able to develop effective marketing strategies and gain knowledge and experience in defending marketing ideas developed by effective communication methods.
Resources and References	<i>Introduction to Marketing Concepts</i> , by Graeme Drummond, John Ensor, Elsevier/Oxford, 2005 <i>Marketing: An Introduction</i> , 13th edition, by Gary Armstrong, Philip Kotler with Marc O. Opresnik, Pearson/Boston, 2017 <i>Strategic Marketing: An Introduction</i> , by Tony Proctor, Routledge/London, New York, 2000
Course Grading	Grade Points
Attendance	10*
Laboratory	
Applications	
Field Study	
Tasks	20**
Presentations	
Projects	
Seminars	
Midterms	25
Quiz	
Final	45
Total	100
	*According to the TOBB ETU education regulation, students who do not attend to more than 20% of the course fail and graded FF. Students have to bring the required tools and equipments with them to the course.**Course notes that are written in the class will be collected from students and will be graded. There will be no extra assignments.
Weekly Outline	Topics

1	<p>Overview</p> <p>Informing students on the curriculum and the course. Discussion of marketing-oriented business management, industrial design and marketing, ethical and social responsibility issues after giving brief information about definition and history of marketing.</p>
2	<p>Strategic Marketing: Environmental Analysis and Market Research</p> <p>Providing detailed information about how planning of marketing is done and how the data that is used in marketing planning is obtained. Explanation of the topics; analysis of macroeconomic factors (PESTEL), industrial market analysis, competitive analysis, portfolio analysis, in-house analysis, SWOT analysis, international market analysis, marketing information systems, market research, market research types, research methods, research process and research data.</p>
3	<p>Consumer Behavior Analysis and Marketing Strategies</p> <p>Explanation of topics such as consumption theories, consumption theories, consumer behavior theory, consumer behavior models, industrial buyers, factors affecting purchasing, consumption and consumption processes, segmentation (geographical, demographic, psychographic and behavioral), target market selection and positioning.</p>
4	<p>Marketing Mix: Product and Price</p> <p>Describing the issues of product nurture, product life cycle, product mix, product planning, product management, new product development process, innovation management, pricing objectives, pricing strategies, cost, customer and competitive price approaches, price selection, price flexibility, pricing and ethics .</p>
5	<p>Marketing Mix: Distribution and Retention</p> <p>Explanation of issues; distribution channels, supply chain management, distribution strategies, wholesale and retail sales, electronic channels, vertical marketing system, intermediaries, physical distribution, personal sales, promotion, functions of promotion, advertising, sales promotion and public relations.</p>
6	<p>Workshop - Erdem Dilbaz (Nerdworking)</p> <p>Workshop on culture and design management.</p> <p>Identification of the project groups. Submission of written notifications about the names of the teams and the project topics...</p>
7	<p>Marketing Communication</p> <p>Talking about communication models, marketing communication process, integrated marketing communications campaign planning and auditing, budget management, media planning, advertising strategy, advertising models, sponsorship, fairs, guerrilla marketing and customer relationship management (CRM).</p>

8	Mid-term exam
9	Brand management and profit-oriented marketing and social responsibility Brand strategy, brand identity and goals, brand equity, brand equity, brand extension, brand extension, brand positioning and repositioning, brand loyalty, brand loyalty, social significance of brands, the purpose of profit and non-profit marketing, mission and goal setting, profit-oriented marketing methods, profit-oriented marketing is important and telling about green marketing issues.
10	Digital marketing What is digital marketing ?, The effect of internet technologies on marketing, digital consumer behavior, e-commerce, digital marketing strategy and planning, website creation and management processes, domain selection, effective internet content generation, search engine optimization, digital advertising tools, viral marketing, database management, digital marketing measurement and performance evaluation methods, mobile technologies, digital public relations and reputation management, digital agencies and agency relationship management.
11	Guest Speaker What is digital brand management? Discussion.
12	Social Media Marketing: Social media and digital conversion, social media monitoring, operational social media marketing, blogs, social media sharing, online community management, real-time social media marketing, event social media marketing, advertising in social media and consumer opinions. customer relationship management (CRM)