



YAŞAR UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF INTERNATIONAL LOGISTICS MANAGEMENT
COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
Logistics and Marketing	LOGI 103	1	Theory 3	Practice 0	-	6
Course Type						
1. Compulsory Courses						X
1.1. Programme Compulsory Courses						X
1.2. University Compulsory Courses (UFND)						
1.3. YÖK (Higher Education Council) Compulsory Courses						
2. Elective Courses						
2.1. Program Elective Courses						
2.2. University Elective Courses						

Language of Instruction	English
Level of Course	Undergraduate Degree (First Cycle)
Prerequisites Course(s) (compulsory)	N/A
Special Pre-Conditions of the Course (recommended)	N/A

Course Coordinator	Prof. Dr. Ömer Baybars Tek	Mail: omer.tek@yasar.edu.tr
Course Instructor(s)	Prof. Dr. Ömer Baybars Tek	Mail: omer.tek@yasar.edu.tr
Course Assistant(s)/Tutor (s)		
Aim(s) of the Course	The purpose of this course is to investigate the understanding between logistics and marketing functions. To highlight specific issues relating to interface activities between the areas and to discuss the impact for business processes. Logistics and marketing are linked through the distribution element of the marketing mix, i.e. one of the 4 'P's'. Logistics also contributes to customer service as a critical element of the marketing concept. Achieving excellent customer satisfaction involves interfunctional coordination between logistics and marketing.	
Learning Outcomes of the Course	<ul style="list-style-type: none">• That students will be able to,• understand the micromarketing (managerial level or firm level) process and the basic principles at work,• highlight specific issues relating to the interface activities between logistics and marketing• learn about the role of New Economy on marketing and logistics the role of marketing and logistics on the new economy• learn how to interpret, relate, adapt and use the tools, strategies and principles of marketing in their personal life and/or business observations and experiences	

	<ul style="list-style-type: none"> see how macro marketing and logistics environment affect each micro marketing and logistics environment and decisions such as tailoring the products and services and advertising themes to the needs and conditions of the country, culture and subculture in question, make some cross-cultural analyses between developed and less developed countries
Course Content	In this course marketing and logistics concepts, basic principles, logistics functions within dual and triple marketing functions, internal and external business environment, non-controllable forces, connections with customers, consumers and suppliers, intermediaries and organizational customer markets, consumer markets, global markets and logistics, marketing and logistics research, marketing planning and logistics planning, coordination between marketing and logistics strategies, market segmentation, targeting and positioning will be studied thoroughly.

COURSE OUTLINE/SCHEDULE (Weekly)			
Week	Topics	Preliminary Preparation	Methodology and Implementation (theory,practice, assignment etc)
1	Understanding and Defining Marketing and the Marketing Process	Course text book	Lecture and Discussion
2	Building Customer Relationships and Partnering and Use of CRM	Course text book	Lecture and Discussion
3	Analyzing the Marketing Environment	Course text book	Lecture and Discussion
4	Managing Marketing Info to gain customer ,competitor knowledge , opportunities and threats.	Course text book	Lecture and Discussion
5	Consumer Market Structure and Behavior	Course text book	Lecture and Discussion
6	Business market structures and business buyer behavior	Course text book	Lecture and Discussion
7	Understanding global – International marketplace and behaviors	Course text book	Lecture and Discussion
8	Understanding the role of competition and the ways to create competitive advantage and superiority	Course text book	Lecture and Discussion
9	Mid-Term Exam		
10	Market Segmentation and positioning to create, settle and reinforce value for target customers and strengthen relationship	Course text book	Lecture and Discussion
11	Understanding and preparing products for building value	Course text book	Lecture and Discussion

12	Understanding New Product Development and watching the Life Cycle of Products (PLC)	Course text book	Lecture and Discussion
13	Understanding pricing and preparing prices for building value	Course text book	Lecture and Discussion
14	Understanding pricing strategies and preparing prices for building value	Course text book	Lecture and Discussion
15	Final Exam		

Required Course Material (s) /Reading(s)/Text Book (s)	Philip Kotler And Gary Armstrong., <i>Principles of Marketing</i> , 14 th . ed., (NJ: <i>Upper Saddle River., Pearson</i>) , 2012 .
Recommended Course Material (s)/Reading(s)/Other	-Articles and other relevant materials provided by the lecturer - Tek, Ömer Baybars ve Karaduman, İlkay (2012). “ Tedarik zinciri bakış açısıyla lojistik yönetimi, global yönetsel yaklaşım, Türkiye uygulamaları ”. İhlas Gazetecilik A.Ş., İzmir.

ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid- Term	1	40
Attendance	14	10
Quiz	-	-
Assignment (s)	-	-
Project	-	-
Laboratory	-	-
Field Studies (Technical Visits)	-	-

Presentation/ Seminar	1	10
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	-
Other (Placement/Internship etc.)		
TOTAL		60
Contribution of Semester Activities/Studies to the Final Grade		60
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade		40
TOTAL		100

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To ascertain how to become a manager in national and international logistics companies.					x
2	To identify various activities of logistics: purchasing, stock management, warehouse and transportation management, sale and distribution, transporting, handling, traffic management, packaging, customer relationship management and reverse flow in supply chain management			x		
3	To explain modes of international transportation including road, sea, air, pipeline and multi-modal transportation systems		x			
4	To distinguish and explain the concepts in supply chain management and logistics					x
5	To develop efficient logistics and supply chain strategies by using appropriate theory, tools and methods, to design logistics systems and make decisions that will support the mission and goals of business.					x
6	To analyze companies from a managerial point of view					x
7	To evaluate logistics and supply chain management practices critically, identify and analyze problems in logistics processes.					x
8	To create innovative solutions for logistics problems to achieve a higher performance in logistics activities and developing recommendations for performance improvements					x
9	To recognize the main actors, challenges and dynamics of the international logistics					x
10	To identify and distinguish the legal framework of international logistics operations, and assess conformity of logistics operations to the national and international rules and regulations	x				
11	To recognize the importance and the need of adaptation to the rapidly evolving global business environment.				x	
12	To demonstrate effective written and verbal communication skills with people having different organizational cultures and from inside or outside of the organization					x
13	To illustrate leadership skills in teamwork and contributing to the team while recognizing the contribution of teamwork to success					x
14	To examine and adopt to the sophisticated and rapidly changing IT and computer technologies			x		
15	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the social, scientific, cultural and ethical values.				x	
16	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the occupational safety rules and environmental regulations	x				
17	To recognize the significance of lifelong learning and apply the learning skills that have been developed through this program in other areas of life while attributing ethical values					x

ECTS /STUDENT WORKLOAD

ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary Preparation and finalizing of course notes, further self- study	14	Week	2	28
Assignment (s)	50	Number	0.20	10
Presentation/ Seminars	50	Number	0.20	10
Quiz and Preparation for the Quiz		Number		
Mid- Term(s)	1	Number	2	2
Project (s)		Number		
Field Studies (Technical Visits, Investigate Visit etc.)		Number		
Practice (Laboratory, Virtual Court, Studio Studies etc.)		Number		
Final Examination/ Final Project/ Dissertation and Preparation	1	Number	30	30
Other (Placement/Internship etc.)		Number		
Total Workload				122
Total Workload/ 25				4.88
ECTS				6

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)

- Last minute excuses for any duty will not be accepted.
- The percentage of grades of those students who have not completed their assignments will be subtracted from the total grade.
- Change of subject of assignments in the last minute will not be accepted.
- If you are not able to attend class on a particular day, you are still responsible for all material covered that day-- including all announcements, assignments (and their deadlines), and lecture content. There will be no make-up opportunities for quizzes, in-class exercises, or other assignments--even if you did not attend a particular class.
- Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt in accordance with related regulations.
- Late submissions will not be accepted.
- Students are encouraged, and expected, to contribute in all class discussions - with special emphasis on their experiences with these concepts.
- At least 70% attendance is required for each student.
- Students are responsible for all announcements made in class or posted in Lectures or sent by e-mail.

ASSESSMENT and EVALUATION METHODS:

Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation

PREPARED BY Prof. Dr. Ömer Baybars Tek

UPDATED 30.04.2015

APPROVED