



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
			Theory	Practice		
LOGISTICS AND MARKETING MANAGEMENT II	LOGI 104	1	3	0	3	6
Course Type						
1. Compulsory Courses						
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	Associate Degree (Short Cycle) Undergraduate (First Cycle) Graduate (Second Cycle) X Doctoral Course (Third 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 Web: http://baybars-tek.yasar.edu.tr/
Course Instructor(s)	Prof. Dr. Ömer Baybars Tek	Mail: omer.tek@yasar.edu.tr Web: http://baybars-tek.yasar.edu.tr/
Course Assistant(s)/Tutor (s)		
Aim(s) of the Course	The aim of this course is to explain the importance of marketing and its inherent relationship with logistics	
Learning Outcomes of the Course	Upon completing this course students will be able to: <ol style="list-style-type: none">1. Understand the <i>micromarketing (managerial level)</i> or firm level) process and the basic principles at work,2. Learn about the role of <i>New Economy</i> on marketing and the role of marketing on the new economy3. Learn how to interpret, relate, adapt and use the tools, strategies and principles of marketing in their personal life and/or business observations and experiences4. See how <i>macro marketing</i> environment affect each micro marketing 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,	

	5. Make some cross-cultural analyses between developed and less developed countries
Course Content	The role of place (marketing channels, and retail and wholesale channel members); the role of marketing communications in communicating value (product, place, price and the communications personal selling and sales promotion in communicating value); direct and online marketing in communicating value, competition, competitor analysis and competitive strategies; global marketing strategies and global market; role of social responsibility and ethics for sustainable marketing.

COURSE OUTLINE/SCHEDULE (Weekly)			
Week	Topics	Preliminary Preparation	Methodology and Implementation (theory, practice, assignment etc)
1	New Product Development and Product Life-Cycle Strategies	Course text book	Lecture and Discussion
2	Understanding and preparing products for building value	Course text book	Lecture and Discussion
3	Understanding pricing strategies and preparing prices for building value	Course text book	Lecture and Discussion
4	Understanding the role of Place (Logistics) in delivering value in marketing	Course text book	Lecture and Discussion
5	Understanding the role of Place (Marketing Channels, and Retail and Wholesale Channel members) in delivering <i>value</i> in marketing	Course text book	Lecture and Discussion
6	Understanding the role of marketing communications in communicating value (product, place, price and the communications per se) through IMC	Course text book	Lecture and Discussion
7	MIDTERM EXAM		-
8	Understanding the role of Advertising in communicating value	Course text book	Lecture and Discussion
9	Understanding the role of personal selling and sales promotion in communicating value	Course text book	Lecture and Discussion
10	Understanding the role of Direct and Online Marketing in communicating value and building direct customer relationship	Course text book	Lecture and Discussion
11	Understanding competition, competitor analysis and competitive strategies	Course text book	Lecture and Discussion
12	Understanding Global Marketing Strategies and Global Market	Course text book	Lecture and Discussion
13	Understanding the role of social responsibility and ethics for sustainable marketing	Course text book	Lecture and Discussion
14	Student presentations	-	Discussion

15	Student presentations	-	Discussion
16	FINAL EXAM		-

Required Course Material (s) /Reading(s)/Text Book (s)	Philip Kotler and Gary Armstrong., Principles of Marketing, 15 th . ed.,(NJ: Upper Saddle River., Pearson) , 2014 .
Recommended Course Material (s)/Reading(s)/Other	<ol style="list-style-type: none"> 1) Tek,Ö.B.,and Özgül, E., (2008). Modern Pazarlama İlkeleri, 3.edition, İzmir: Birleşik Matbaacılık 2) Tek,Ö.B., (2006.) Pazarlamada Değer Yaratmak: Pazarlamada Değer Çağı; Türkiye’de Değer Pazarlaması, İstanbul:Hayat yayınları 3) Turkish Daily News

ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid- Term	1	30
Attendance	14	10
Quiz	1	10
Assignment (s)	-	-
Project	-	-
Laboratory	-	-
Field Studies (Technical Visits)	-	-
Presentation/ Seminar	3	10
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	-
Other (Placement/Internship etc.) - Class Participation	-	-
TOTAL		60
Contribution of Semester Activities/Studies to the Final Grade		60
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	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				x	

	of business.					
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)		Number		
Presentation/ Seminars	3	Number	15	45
Quiz and Preparation for the Quiz	1	Number	5	5
Mid- Term(s)	1	Number	15	15
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	20	20
Other (Placement/Internship etc.)	0	Number	0	0
Total Workload				155
Total Workload/ 25				6,2
ECTS				6

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)
<ul style="list-style-type: none"> 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	01.05.2015
APPROVED	