

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
TARGET PRODUCIT and TARGET COUNTRY ANAL. in EXP.	BUS3211729	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Metin GÜRLER				
Name of Lecturer(s)	Assist.Prof. Metin GÜRLER				
Assistant(s)					
Aim	To provide the foreign trade professionals of the future with the ability to measure the competition level of target products and sectors, to find target markets for the identified products and sectors, to identify and analyze the competitor countries (Competitor Analysis) may be encountered and the tariff and non-tariff barriers that may be encountered in these markets.				
Course Content	<p>This course contains; .Meeting, Introduction of the Course, .Establishing the Relationship between Course Learning Outcomes and Program Competencies .Explaining the Importance and Contribution of Exports in the Growth of the Country's Economy.Explaining the Relationship between Investment-Production-Export-Employment .The Methods of Determining the Competitiveness of the Product/Products to be Exported: Revealed Comparative Advantage (RCA) model.Each Student's Identification of the Target Product/Products.Determination of Which Sector the Target Product/Products are in,Determining the Target Product/Products that Students Will Work on During the Semester.Determining the Sector in Which the Target Product/Products are Located .Analyzing the Competitiveness of the Product/Products to be Exported on both the Sector (HS-2 Digit) and Product (HS-6 Digit) Basis, With the RCA Model,.Practical Determination of the Sector of the Target Product/Products That Each Student Has Determined as the Subject of Their Project During the Term to Export.Students Should Make Practical Analysis of the Competitiveness of the Product/Products They Want to Export on the Basis of Both Sector (HS-2 Digit) and Product (HS-6 Digit) With the RCA Model,.The Analysis of the Import-based Situation (Import Dependency) of the Product/Products With a Competitive Advantage,The Students Are Required to Apply the Analysis of the Import-based (Import Dependency) Situation of the Product/Products with a Competitive Advantage,.Finding Target Markets for Exported Products and Sectors.The Analysis of These Markets with Macroeconomic Indicators .The Analysis of the Market Share of Turkish Exporters in These Markets,.The Students Will Determine the Target Market for the Product/Products and Sectors, Which They Choose to Export.Students Will Analyze These Markets With Macroeconomic İdicators.Students Will Generate a Target Market Index (With Min-Max Method) .Student Will Analyze the Current and Potential Market Share of Turkish Exporters in These Markets,.The Students Will Determine the Target Market for the Product/Products and Sectors Which They Choose to Export.Students Will Analyze These Markets With Macroeconomic Indicators.Students Will Create a Target Market Index (With Min-Max Method).Students Will Analyze the Current and Potential Market Share of Turkish Exporters in These Markets ,The Analysis of Trade Agreements Such as the Free (Regional) Trade Agreement with Türkiye, If any, of the Countries Identified as the Target Market,The Students Will Make Applied Analysis of the Countries They Have Identified as the Target Market for the Product/Products They Have Chosen, Such As the Free (Regional) Trade Agreement with Türkiye, If Any,Determination of the Competitor Countries That May be Encountered in the Identified Target Market Countries and the Analysis of the Trade Relations (Agreements) of These Competitor Countries With the Target Market Country (Competitor Analysis),Identifying Tariffs and Non-Tariff Barriers/Measures (NTMs) That Turkish Exporters May Encounter in Target Market Countries,.Determining the Competitor Countries That They May Encounter in the Target Market Countries for the Product/Products They Have Chosen (With the Excel Pivot Method) and Making the Analysis of the Trade Relations (Agreements) of These Competitor Countries With the Target Market Country (Applied Competitor Analysis),.Practical (Applied) Determination of Tariffs and Non-Tariff Barriers/Measures (NTMs) That May be Encountered in Target Market Countries for the Product/Products, Which the Students Have Chosen.Finding B2B Customers in Target Markets.</p>				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to analyze the competitiveness of the product/products they want to export/import on the basis of both sector (HS-2 digit) and product (HS-6 digit).			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
1.1. Analyzes the competitiveness of the product / products they want to export / import on the basis of 2 (sector) HS code			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
1.2. Analyzes the competitiveness of the product / products they want to export / import on the basis of 6 HS code			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2. Will be able to analyze macroeconomic indicators for exported products and sectors			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2.1. Matches the web pages/links to obtain the macroeconomic indicators from International Economic Organizations			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2.2. Interprets the macroeconomic indicators, which are obtained from International Economic Organizations			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2.3. Rearranges the macroeconomic indicators,which are obtained from International Economic Organizations by creating tables and figures			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2.4. Compares (benchmarks) the macroeconomic indicators of Türkiye and the other countries, which are obtained from International Economic Organizations			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
3. Will be able to find the market share of Turkish exporters in the countries with the highest imports in the products and sectors subject to exports			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
3.1. Identifies the countries, which import the most in exported products and sectors			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
3.2. Finds the market share of Turkish exporters in the countries with the highest imports in the products and sectors subject to exports			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
4. Will be able to find a target market by creating an index with macroeconomic indicators for exported products and sectors (Target Market Analysis)			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
4.1. Classifies macroeconomic and trade-related indicators of potential target market countries for exported products and sectors			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
4.2. Creates an index using the minimum-maximum method with macroeconomic and trade-related indicators of possible target market countries for products and sectors subject to exports			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
4.3. Ranks the countries according to their scores (values) in the Target Market Index			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
5. Will be able to analyze trade agreements such as the Free (Regional) Trade Agreement, Custom Union with Türkiye, if any, of the countries identified as the target market			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	

Course Learning Outcomes	Teaching Methods	Assessment Methods
5.1. Identifies the countries with which Türkiye has trade agreements	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
5.2. Determines whether the countries identified as target markets have trade agreements with Türkiye, if any.	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
6. Will be able to identify competitor countries that may be encountered in the specified target market countries (Competitor Country Analysis).	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
6.1. Identifies the supplying countries to the specified target market	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
6.2. Identifies the market share of supplying countries in the specified target market	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
6.3. Classifies the macroeconomic indicators and the trade-related indicators of the identified competitor countries with the target market countries	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
6.4. Creates an index using the minimum-maximum method with macroeconomic indicators and trade-related indicators of possible competitor countries with the target market	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
6.5. Ranks the competitor countries according to their scores (values) in the Competitor Country Index	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
7. Will be able to analyze the trade relations (agreements) of the identified competitor countries with the target market country	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
7.1. Identifies the trade agreements of the countries identified as target markets	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
7.2. Determines whether the countries identified as target markets have trade agreements with competitor countries, if any	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8. Will be able to identify tariffs and non-tariff barriers/measures (NTMs) that Turkish exporters may encounter in target market countries	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8.1. Identifying tariffs that Turkish exporters may encounter in target market countries	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8.2. Identifying non-tariff barriers/measures (NTMs) that Turkish exporters may encounter in target market countries	10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E

Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method
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Assessment Methods	A: Traditional Written Exam, E: Homework
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Lecture Schedule

Sequence	Topics	Preliminary Preparation
1	.Meeting, Introduction of the Course, .Establishing the Relationship between Course Learning Outcomes and Program Competencies .Explaining the Importance and Contribution of Exports in the Growth of the Country's Economy.Explaining the Relationship between Investment-Production-Export-Employment .The Methods of Determining the Competitiveness of the Product/Products to be Exported: Revealed Comparative Advantage (RCA) model.Each Student's Identification of the Target Product/Products.Determination of Which Sector the Target Product/Products are in	
2	Determining the Target Product/Products that Students Will Work on During the Semester.Determining the Sector in Which the Target Product/Products are Located .Analyzing the Competitiveness of the Product/Products to be Exported on both the Sector (HS-2 Digit) and Product (HS-6 Digit) Basis, With the RCA Model	
3	.Practical Determination of the Sector of the Target Product/Products That Each Student Has Determined as the Subject of Their Project During the Term to Export.Students Should Make Practical Analysis of the Competitiveness of the Product/Products They Want to Export on the Basis of Both Sector (HS-2 Digit) and Product (HS-6 Digit) With the RCA Model.	
4	The Analysis of the Import-based Situation (Import Dependency) of the Product/Products With a Competitive Advantage	
5	The Students Are Required to Apply the Analysis of the Import-based (Import Dependency) Situation of the Product/Products with a Competitive Advantage	
6	.Finding Target Markets for Exported Products and Sectors.The Analysis of These Markets with Macroeconomic Indicators .The Analysis of the Market Share of Turkish Exporters in These Markets	
7	.The Students Will Determine the Target Market for the Product/Products and Sectors, Which They Choose to Export.Students Will Analyze These Markets With Macroeconomic Indicators.Students Will Generate a Target Market Index (With Min-Max Method) .Student Will Analyze the Current and Potential Market Share of Turkish Exporters in These Markets	
8	.The Students Will Determine the Target Market for the Product/Products and Sectors Which They Choose to Export.Students Will Analyze These Markets With Macroeconomic Indicators.Students Will Create a Target Market Index (With Min-Max Method).Students Will Analyze the Current and Potential Market Share of Turkish Exporters in These Markets	
9	The Analysis of Trade Agreements Such as the Free (Regional) Trade Agreement with Türkiye, If any, of the Countries Identified as the Target Market	
10	The Students Will Make Applied Analysis of the Countries They Have Identified as the Target Market for the Product/Products They Have Chosen, Such As the Free (Regional) Trade Agreement with Türkiye, If Any	

Lecture Schedule		
Sequence	Topics	Preliminary Preparation
11	Determination of the Competitor Countries That May be Encountered in the Identified Target Market Countries and the Analysis of the Trade Relations (Agreements) of These Competitor Countries With the Target Market Country (Competitor Analysis)	
12	Identifying Tariffs and Non-Tariff Barriers/Measures (NTMs) That Turkish Exporters May Encounter in Target Market Countries.	
13	Determining the Competitor Countries That They May Encounter in the Target Market Countries for the Product/Products They Have Chosen (With the Excel Pivot Method) and Making the Analysis of the Trade Relations (Agreements) of These Competitor Countries With the Target Market Country (Applied Competitor Analysis)	
14	.Practical (Applied) Determination of Tariffs and Non-Tariff Barriers/Measures (NTMs) That May be Encountered in Target Market Countries for the Product/Products, Which the Students Have Chosen.Finding B2B Customers in Target Markets	
Evaluation Methods		Weight(%)
(Midterm Exam) Assignment		100
Midterm Exam		40
(General Exam) Multiple choice exam		100
General Exam		60

Resources
Books and reports related with the course
<ol style="list-style-type: none"> 1. Trade Statistics in Policymaking: A Handbook of Commonly Used Trade Indices and Indicators (UN ESCAP) 2. A Practical Guide to Trade Policy Analysis (UN WTO) 3. Trade Flows and Trade Policy Analysis (UN WTO, UN UNESCAP) 4. International Economics by Dominick Salvatore 5. Principles of Economics/ Chapter 9/ Application: International Trade by N. Gregory Mankiw 6. Handbook of Statistics (UNCTAD) 7. Review of Maritime Transport (UNCTAD report series) 8. World Investment Report (UNCTAD report series) 9. IMF World Economic Outlook Report series (2 main publications and 2 updates per year) .April (updated in July of the same year) .October (updated in January of the following year) 10. The UNCTAD B2C E-commerce Index (UNCTAD report series) 11. The ICT Development Index (UNCTAD report series) 12. Global Innovation Index (WIPO report series)
Additional resources for the course
<ol style="list-style-type: none"> 1.TradeMap web page, https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c 2.MacMap web page, https://www.macmap.org/ 3.UNCTAD web page, https://unctadstat.unctad.org/wds/ReportFolders/reportFolders.aspx and https://trains.unctad.org/Default.aspx 4.Comtrade web page, https://comtrade.un.org/data/ 5.WTO web page, https://www.wto.org/english/res_e/statis_e/statis_e.htm 6.The World Bank web page, https://data.worldbank.org/ 7.IMF web page, http://data.imf.org/?sk=388DFA60-1D26-4ADE-B505-A05A558D9A42 8.WITS web page, https://wits.worldbank.org/ 9.Eurostat Comext web page, http://epp.eurostat.ec.europa.eu/newxtweb/setupdimselection.do 10.OECD web page, https://stats.oecd.org/ 11.BIS web page, https://stats.bis.org/statx/toc/LBS.html 12.TURKSTAT web page, https://biruni.tuik.gov.tr/disticaretapp/menu.zul 13.Turkish Exporters' Assembly web page, https://www.tim.org.tr/tr/ihracat-rakamlari.html 14.UNCTAD TRAINS web page (for NTMs), https://trainsonline.unctad.org/home 15.International Telecommunication Union (ITU) Statistics, https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx 16.WIPO (World Intellectual Property Organization) statistics, https://www3.wipo.int/ipstats/key-search/indicator 17.Canadian Importers Database (CID), https://www.ic.gc.ca/app/scr/ic/sbms/cid/searchProduct.html?lang=eng 18.UK importers, & exporters https://www.uktradeinfo.com/find-uk-traders/ 19.International B2B firms (importers & exporters), https://www.kompass.com/ 20.US importers, https://portexaminer.com/ 21.Global Innovation Index, https://www.wipo.int/global_innovation_index/en/ 22.ITU ICT Development Index, https://www.itu.int/en/ITU-D/Statistics/Pages/IDI/default.aspx 23.Network Readiness Index, https://networkreadinessindex.org/