

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

INTERNATIONAL MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTERNATIONAL MARKETING	BUS2248930	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	E-commerce, Customer Relationship Management, Sales Management, Digital Marketing				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Burcu İNCİ				
Name of Lecturer(s)	Assist.Prof. Burcu İNCİ				
Assistant(s)	ASSIST. PROF. BURCU İNCİ				
Aim	The course is designed to prepare students for the ever-changing environment of international trade. The course covers the evolving internationally competitive landscape that almost all firms and consumers find themselves acting in today. Consumers because they often make consumption choices where there are international options, and firms because they either compete internationally or have international competitors in their domestic market. This course takes an environmental and strategic approach to international/global marketing by outlining the major dimensions of the international/global business environment. It also provides a set of conceptual and analytical tools that prepare students to successfully apply the 4Ps when pursuing careers in global marketing or related areas.				
Course Content	This course contains; General course overview and introduction,Introduction to Global Marketing ,The Global Economic Environment ,The Global Trade Environment ,Social and Cultural Environments ,The Political, Legal, and Regulatory Environments ,Importing, Exporting, and Sourcing ,Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances,Brand and Product Decisions in Global Marketing,Pricing Decisions ,Global Marketing Channels and Physical Distribution ,Global Marketing Communications Decisions ,Global Marketing Communications Decisions,Global Marketing and the Digital Revolution.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to learn and interpret the basic principles of International Marketing.			10, 12, 13, 16, 9	A	
1.1. Explain the concept and scope of international marketing.			10, 12, 13, 16, 9	A	
1.2. Know the international marketing terminology.			10, 12, 13, 16, 9	A	
1.3. Interpret the basic concepts of international marketing.			10, 12, 13, 16, 9	A	
2. Will be able to give information about the international marketing environment.			10, 12, 13, 16, 9	A	
2.1. Explain the micro environment.			10, 12, 13, 16, 9	A	
2.2. Explain the micro environment.			10, 12, 13, 16, 9	A	
2.3. Relate micro environment to macro environment and design strategies accordingly.			10, 12, 13, 16, 9	A	
3. Will be able to explain international market entry strategies.			10, 12, 13, 16, 9	A	
3.1. Explain the risks of each strategy.			10, 12, 13, 16, 9	A	
3.2. Discuss the market entry barriers.			10, 12, 13, 16, 9	A	
4. Will be able to interpret the 4p decisions in international markets.			10, 12, 13, 16, 9	A	
4.1. Have a command of branding in international markets.			10, 12, 13, 16, 9	A	
4.2. Explain adaptation and standardization strategies.			10, 12, 13, 16, 9	A	
4.3. Have a command of distribution decisions in international markets.			10, 12, 13, 16, 9	A	
4.4. Have a command of pricing decisions in international markets.			10, 12, 13, 16, 9	A	
4.5. Have a command of promotion decisions in international markets.			10, 12, 13, 16, 9	A	
5. Will be able to evaluate global information systems and marketing research issues together.			10, 12, 13, 16, 9	A	
5.1. Explain global information systems.			10, 12, 13, 16, 9	A	
5.2. Evaluate the subject of marketing research within the scope of international marketing.			10, 12, 13, 16, 9	A	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	General course overview and introduction				
2	Introduction to Global Marketing	Chapter 1			
3	The Global Economic Environment	Chapter 2			
4	The Global Trade Environment	Chapter 3			
5	Social and Cultural Environments	Chapter 4			
6	The Political, Legal, and Regulatory Environments	Chapter 5			
7	Importing, Exporting, and Sourcing	Chapter 8			
8	Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances	Chapter 9			
9	Brand and Product Decisions in Global Marketing	Chapter 10			
10	Pricing Decisions	Chapter 11			
11	Global Marketing Channels and Physical Distribution	Chapter 12			
12	Global Marketing Communications Decisions	Chapter 13			
13	Global Marketing Communications Decisions	Chapter 14			
14	Global Marketing and the Digital Revolution	Chapter 15			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources

Mark C. Green and Warren J. Keegan, Global Marketing, Tenth Edition, Global Edition, 2020, Pearson International Marketing and Export Management, 8th edition, Pearson, 2016, Gerald Albaum, Alexander Josiassen, Edwin Duerr