

Vocational School of Social Sciences / Foreign Trade

2024 - 2025 Academic Year

INTERNATIONAL MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTERNATIONAL MARKETING	DŞT2232770	Spring Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses	Marketing Principles				
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Fatma Betül ORTAKÖY				
Name of Lecturer(s)	Assist.Prof. Fatma Betül ORTAKÖY				
Assistant(s)	Asst. Prof. F. Betül Ortakoy				
Aim	The main marketing concepts such as macro environmental factors affecting marketing strategies, marketing research, market segmentation, target marketing, positioning is discussed from an international marketing perspective. The introduction strategies to international markets, how marketing mix decisions are taken in international marketing are learned.				
Course Content	This course contains; Introduction to International Marketing,International Economic, Political and Technological Environment,International Marketing Orientation,Product Decisions in International Marketing,Price Decisions in International Marketing I,Price Decisions in International Marketing II,Promotion Decisions in International Marketing I,Promotion Decisions in International Marketing II,Distribution Decisions in International Marketing I,Distribution Decisions in International Marketing II,New Approaches in International Marketing,Case Studies,Case Studies.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to understand the steps of international research planning by learning the importance of international marketing research.			10, 13, 14, 16, 19, 4, 9	A, E	
1.1 Learns macro-environmental factors affecting international marketing decisions.			10, 13, 16, 9		
1.2 Learns micro factors affecting international marketing decisions.			10, 13, 16, 9		
2. Will be able to understand of segmentation, target marketing and positioning in international markets.			13, 9	A	
2.1 Understands market research and market segments.			10, 16, 9		
2.2 Learns the positioning strategies and implements them.			10, 13, 16, 4, 9		
3. Will be able to have knowledge about international market entry strategies.			13, 9	A, E	
3.1 Chooses the correct marketing entry strategy according to the market and company needs.			10, 13, 16, 4, 9		
3.2 Gives examples of companies which are applying different market entry strategies.			10, 16, 9		
4. Will be able to have knowledge about effective factors in making adaptation and standardization decisions by learning marketing mix planning in international markets.			13, 9	A	
4.1 Learns and implements the concepts of marketing mix which are product, price, place, promotion.			10, 13, 16, 4, 9		
4.2 Understands the importance of adaptation-standardization balance in new market entrance.			10, 13, 16, 9		
5. Will be able to comprehend the effects of international commercialization in the digital age.			10, 13, 16, 4, 9	A	
5.1 Learns how to gain competitive advantage in international marketing through technology and alternative channels.			10, 13, 16, 4, 9		
5.2 Understands the importance of updating the technologies of companies.			10, 13, 16, 4, 9		
6. Will be able to associate international marketing, leadership, ethics and corporate social responsibility concepts.			10, 16, 9	A	
6.1 Be aware of the rules should be followed and the responsibilities towards societies of global companies.			10, 13, 16, 9		
6.2 Gives examples to corporate social responsibility projects of international companies.			10, 13, 16, 9		
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to International Marketing				
2	International Economic, Political and Technological Environment				
3	International Marketing Orientation				
4	Product Decisions in International Marketing				
5	Price Decisions in International Marketing I				
6	Price Decisions in International Marketing II				
7	Promotion Decisions in International Marketing I				
8	Promotion Decisions in International Marketing II				
9	Distribution Decisions in International Marketing I				
10	Distribution Decisions in International Marketing II				
11	New Approaches in International Marketing				
12	Case Studies				
13	Case Studies				
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		
Resources					
Presentation DocumentsGlobal Marketing, Warren Keegan, Pearson					