## Course Syllabus

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| **Code - Course Title** | **PZL405 - International Marketing** |
| **Course Type** | III. SEMESTER |
| **Laboratory + Practice** | 2+0 |
| **ECTS** | **3.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Required Courses |
| **Course Instructor(s)** | DOÇ. DR. REMZİ REHA DURUCASU |

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| **Mode of Delivery** | face to face |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Recommended Resources** | Kozlu, Cem. Uluslararası Pazarlama |
| **Work Placement** | N/A |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Concept of international marketing | |
| **Week - 2** | | Commercial development experienced at international level | |
| **Week - 3** | | International marketing research | |
| **Week - 4** | | International marketing plan | |
| **Week - 5** | | Product decisions in international market | |
| **Week - 6** | | Pricing decisions in international market | |
| **Week - 7** | | Physical distribution in international marketing | |
| **Week - 8** | | Distribution channels in international market | |
| **Week - 9** | | Sales Promotion Decisions in International Marketing | |
| **Week - 10** | | Export organization in international marketing | |
| **Week - 11** | | Information System in international marketing | |
| **Week - 12** | | Turkey in international marketing | |
| **Week - 13** | | Case studies in international marketing | |
| **Week - 14** | | The matter of development of exportation | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | compares the basic motivations and models of international marketing: |
| 2 | comments on the nature of international marketing environment and why its important to companies. |
| 3 | compares market selection and market-entry strategies in international marketing. |
| 4 | explains how the marketing mix is configured in the international context. |

## Sustainable Development Goals

*No content has been provided.*

## Course Theme

*No content has been provided.*

## AKTS Workload

| Activity | Duration (Hour) | Count | Workload |
|---|---|---|---|
| Teorik Derse Katılım | 0 | 0 | 0 |
| Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı) | 0 | 0 | 0 |
| Ödevler | 0 | 0 | 0 |
| Proje - Rapor - Sunum Hazırlama | 0 | 0 | 0 |
| Ara Sınav Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Final Sınavı Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.) | 0 | 0 | 0 |
| Staj Uygulaması | 0 | 0 | 0 |
| | | **Calculated ECTS** | **0** |

## Assessment Method and Passing Requirements

*No content has been provided.*

| Assessment Method and Passing Requirements | Quamtity | Percentage (%) |
|---|---|---|
| 1.Midterm Exam | 1 | 50 |
| Final Exam | 1 | 50 |
| | **Sum (%)** | **100** |