Course Syllabus

Code - Course Title	**İŞL704 - Strategic Global Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. NUR ÖZER CANARSLAN

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	1. Mehmet İsmail Yağcı, Harun Öztürkler vd. (2013). Stratejik Küresel Pazarlama, 2. Baskı, (Ed. N. Timur ve A. Özmen), Ankara: Efil Yayınları.2. Ercan Gegez, Emrah Cengiz vd. (2008). Küresel Pazarlama Yönetimi, İstanbul: Beta Yayınevi.3. İpek Altınbaşak Farina, Ercan Gegez vd. (2013). Küresel Pazarlama, (Ed. S.A. Öztürk ve N. F. Ersoy), Anadolu Üniversitesi, AÖF Ya. No:1779.4. Murat Canıtez ve Ferhat Ecer (2010). Uluslararası Pazarlama, Ankara: Gazi Yayınları5. Mehmet Karafakioğlu (2010). Uluslararası Pazarlama Yönetimi, İstanbul: Beta Yayınevi6. Cem Kozu (2009). Uluslararası Pazarlama, İş Bankası Kültür Yayınları7. Nigel Hollis (2011). Küresel Marka, İstanbul: Brandage8. Simon Anholt (2003). Global Markaların Yerel Çuvallamaları, İstanbul: MediaCat Yayınları.9. Masaaki Kotabe ve Kristiaan Helsen (2008). Global Marketing Management, Hoboken, N.J. : Wiley.10. Michael N. Czinkota ve Ilkka A. Ronkainen (2007). International Marketing, 8th. Ed. Mason : Thomson/Southwestern.
Work Placement	there is no work placement

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Internationalization concepts and the Internationalization Process of Firms	
Week - 2		Motives of firms for Internationalization	
Week - 3		Globalization and born global	
Week - 4		Global Competitive Strategies	
Week - 5		Market Segmentation and target marketing: Evaluation markets	
Week - 6		Factors influencing market and entry strategy selection	
Week - 7		Analysis of International Marketing Environment: Social and Cultural Environment	
Week - 8		Analysis of International Marketing Environment: Legal and Political Environment	
Week - 9		Analysis of International Marketing Environment: Economic Environment	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Product, Brand and Packaging Strategies for Global Markets	
Week - 11		Global Pricing Strategies	
Week - 12		Global Distribution and Retailing Strategies	
Week - 13		Global Marketing Communications Strategies	
Week - 14		Ethics and Corporate Social Responsibility in Global Marketing	

Learning Outcomes

#	Learning Outcome
1	evaluate global marketing concept and context
2	evaluate global marketing environment and its importance for firms.
3	defines selection of the foreign markets and entry strategies
4	explain global marketin mix

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.