Course Syllabus

Code - Course Title	**PZY508 - International Marketing Strategies**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. NUR ÖZER CANARSLAN

Mode of Delivery	Online
Prerequisites	Not available
Courses Recomended	Marketing Management
Recommended Resources	Warren J. Keegan ve Mark C. Green, Küresel Pazarlama (Çev. Ed: Rezan Tatlıdil), Ankara: Nobel, 2015.
Work Placement	Not available

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Global Marketing: Basic Concepts and Content	
Week - 2		Global Marketing Environment: Economic Environment	
Week - 3		Global Marketing: Trade Environment	
Week - 4		Global Marketing:Social and Cultural Environments	
Week - 5		Global Marketing:The Political, Legal, and Regulatory Environments	
Week - 6		Global Information Systems and Market Research	
Week - 7		Segmentation, Targeting, and Positioning	
Week - 8		Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances	
Week - 9		Brand and Product Decisions in Global Marketing	
Week - 10		Pricing Decisions in Global Marketing	
Week - 11		Global Marketing Channels and Physical Distribution	
Week - 12		Global Marketing Communications Decisions: Advertising and Public Relations	
Week - 13		Global Marketing Communications Decisions : Sales Promotion, Personal Selling, and Special Forms of Marketing Communication	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Branding of Turkish Firms in International Markets	

Learning Outcomes

#	Learning Outcome
1	Able to explain globalization and global marketing concepts
2	Able to have a general information about world trade
3	To explain culture concept, its features and dimensions of culture
4	Able to explain reasons that lead companies to globalization
5	Able to explain marketing mix usage in global marketing

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.