Course Syllabus

Code - Course Title	**İŞL624 - Directed Readings and Proposal of a Research in Global Mar.**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. FEYZA AĞLARGÖZ

Mode of Delivery	The courses will be conducted face-to-face.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional program component for this course.
Recommended Resources	Keegan, W. J., and Green, M. C. (2019). Global Marketing (10th edition). Pearson.Czinkota, M.R., Ronkainen, I. A., and Peng Cui, A. (2023). International Marketing (Eleventh Edition). Cengage LearningBerndt, R., Fantapié Altobelli, C., and Mander, M. (2023). International Marketing Management. Springer Gabler.Kotabe, M., & Helsen, K. (2020). Global Marketing Management (9th ed.). Wiley.Hofstede, G. (1980). Culture\'s Consequences: International Differences in Work-Related Values. Sage Publications.Cavusgil, S. T., Knight, G., & Riesenberger, J. R. (2020). International Business: The New Realities (5th ed.). Pearson.De Mooij, M. (2019). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising (3rd ed.). Sage Publications. Kotler, P. & Armstrong, G. (2020). Principles of Marketing (18th edition). Harlow: Pearson.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Global Marketing Research	
Week - 2		Theoretical Foundations of Global Marketing	
Week - 3		Cultural Dimensions in Global Marketing	
Week - 4		Global Branding and Positioning	
Week - 5		International Market Entry Strategies	
Week - 6		Consumer Behavior in Global Contexts	
Week - 7		Digital Transformation in Global Marketing	
Week - 8		Challenges in Global Marketing	
Week - 9		Sustainability and Ethics in Global Marketing	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Academic Literature Review Techniques	
Week - 11		Emerging Trends in Global Marketing Research	
Week - 12		Advanced Methodologies in Global Marketing	
Week - 13		Research Proposal Development	
Week - 14		Final Proposal Submission and Reflection	

Learning Outcomes

#	Learning Outcome
1	Explains the internationalization process and relevant theories.
2	Analyses the situation of Turkiye in international markets and international marketing problems.
3	Debates the developments in international markets.
4	Explains the distinctive aspects of international marketing.
5	Develop an innovative and original academic article proposal in the field of global marketing and present this proposal in a structured way.

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.