Course Syllabus

Code - Course Title	**PZL601 - International Marketing**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEVGİ AYŞE ÖZTÜRK

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.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of international marketing	
Week - 2		Introduction to international marketing, Internationalization, globalization	
Week - 3		Internationalization process and relevant theories	
Week - 4		Culture and its effect on international marketing	
Week - 5		Product decisions in international marketing	
Week - 6		Pricing decisions in international marketing	
Week - 7		International advertising	
Week - 8		Distribution channels in international marketing	
Week - 9		BRIC countries	
Week - 10		Ethnocentrism	
Week - 11		Effect of country origin	
Week - 12		Direct Foreign Investments	
Week - 13		Brand building efforts of Turkish companies in international markets	
Week - 14		Brand building efforts of Turkish companies in international markets	

Learning Outcomes

#	Learning Outcome
1	Explains the internationalization process and relevant theories.
2	Analyses the situation of Turkey in international markets and international marketing problems.
3	Debates the developments in international markets.
4	Explains the distinctive aspects of international 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.