Course Syllabus

Code - Course Title	**RHİ521 - Global Marketing Communication**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. MİNE OYMAN

Mode of Delivery	The mode of delivery of this course is face to face
Prerequisites	There is no prequisites and co-requisites
Courses Recomended	İŞL704 Küresel Pazarlama
Recommended Resources	Warren J. Keegan ve Mark C. Green (2016) Küresel Pazarlama (Çev.Ed. Rezzan Tatlıdil, İstanbul: Nobel Yayınevi)arieke de Mooij (2014). Global Marketing and Advertising, Four Ed. SAGE Publications, IncErcan Gegez vd.(2012). Küresel Pazarlama Yönetimi, İstanbul: Beta Yayınlarıİbrahim Bakırtaş, Harun Öztürkler, Canan Ay vd. (2013). Stratejik Küresel Pazarlama, Efil YayınlarıNigel Hollis (2011). Küresel Marka, İstanbul: Brand Age Yayınları Warren Keegan , Mark Green (2012). Global Marketing Pearson Education; 7 editionMelissa Aronczyk (2013) Branding the Nation: The Global Business of National Identity, OUP USASusan P. Douglas and C. Samuel Craig (2011). \\\"Convergence and Divergence: Developing a Semiglobal Marketing Strategy\\\" Journal of International Marketing, Vol. 19, No. 1.Irem Eren Erdogmus, Muzaffer Bodur and Cengiz Yilmaz (2010). \\\"International strategies ofemerging market firms Standardization in brand management revisited\\\" European Journal of Marketing Vol. 44 No. 9/10Michael A. Merz and Yi He, Dana L. Alden (2008). \\\"A categorization approach to analyzing the global consumer culture debate\\\", International Marketing Review Vol. 25 No. 2Johanna Vanderstraeten and Paul Matthyssens (2008). \\\"Country classification and thecultural dimension: a review and evaluation\\\".International Marketing Review Vol. 25 No. 2Jing Jiang, Ran Wei (2012). \\\"Influences of culture and market convergence on theinternational advertising strategies of multinational corporations in North America, Europe and Asia\\\" International Marketing Review Vol. 29 No. 6John B. Ford, Barbara Mueller vd. (2011). \\\"The Tension between Strategy andExecution: Challenges for International Advertising Research\\\", JOURNAL OF ADVERTISING RESEARCH, March.Desmond Lam, Alvin Lee, and Richard Mizerski (2009). \\\"The Effects of Cultural Values inWord-of-Mouth Communication\\\" Journal of International Marketing, Vol. 17, No. 3Nurhan Babur Tosun ve Müberra Yüksel (2009). \\\"Managing Marketing Communications Strategically in a Developing Country\\\" The Business Review, Cambridge * Vol. 13, Num. 2, DecemberChien-Wei Chen (2011). \\\"Integrated Marketing Communications and New Product Performance in International Markets\\\", Journal of Global Marketing, 24MABEL ZVOBGO and T. C. MELEWAR (2011). \\\"Drivers of Globally Integrated MarketingCommunications: A Review of Literature and Research Propositions\\\", Journal of Promotion Management, 17:1
Work Placement	not applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Globalization and Emerging Global Marketplace	
Week - 2		Reasons for Globalization for Business and brands	
Week - 3		Globalization Process and patterns	
Week - 4		The Importance of Culture in Global Marketing Communications	
Week - 5		Organisational Structures and Planning Systems in Global Marketing Communications	
Week - 6		Influences of Economical and Legal Factors on Global Marketing Communications	
Week - 7		Global Advertising: Global Advertising Strategies	
Week - 8		Global Brand Management and Branding and Packaging Strategies	
Week - 9		Global Public Relations and Publicity	
Week - 10		The Importance of Trade Fairs and Exhibitions in Global Marketing Communications	
Week - 11		Sponsorship Activities for Global markets	
Week - 12		Global Media and New Media	
Week - 13		Social Responsibility and Ethics in Global Marketing Communications	
Week - 14		Analysis of Global Communication Campaigns	

Learning Outcomes

#	Learning Outcome
1	will be able to discuss globalisation an effects of its on Marketing Communications
2	will be able to evaluate the main motives of companies and models for global markets
3	will be able to evaluate environmental forces and effects on marketing communication activities at global markets.
4	will be able to discuss global marketing communications mix from advertising to social media
5	will be able to discuss social and ethical dimensions of global marketing communication applications.

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.