Course Syllabus

Code - Course Title	**PZL402U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. NEZİHE FİGEN ERSOY ARCA

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	N/A
Recommended Resources	T.C. ANADOLU ÜNİVERSİTESİ YAYINI NO: 2821 AÇIKÖĞRETİM FAKÜLTESİ YAYINI NO: 1779 (AÖF KİTABI)
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Global Marketing: Key Concepts and Scope	
Week - 2		Global Marketing: Key Concepts and Scope-II	
Week - 3		Economic and Demographic Conditions Affecting Global Marketing	
Week - 4		Economic and Demographic Conditions Affecting Global Marketing-II	
Week - 5		Effects of Cultural, Political and Technological Environment on Global Marketing	
Week - 6		International Market Entry Strategies	
Week - 7		Midterm	
Week - 8		Product and Service Strategies for Global Markets	
Week - 9		Product and Service Strategies for Global Markets-II	
Week - 10		Pricing Strategies in Global Markets	
Week - 11		Pricing Strategies in Global Markets-II	
Week - 12		Distribution Strategies in Global Markets	
Week - 13		Global Communication Strategies	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Will be able to explain the concept of culture, its characteristics and the elements that make up culture.
2	Will be able to explain the reasons that lead businesses to internationalization.
3	Will be able to explain the concepts of product and service in international marketing mix.
4	Will be able to explain the stages of pricing in global markets.
5	Will be able to understand different aspects of distribution channels in global markets from national markets.
6	Will be able to explain the factors affecting the communication process in global markets.
7	Will be able to explain the concepts of globalization and global marketing.
8	Will be able to have general information about world trade.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**