Course Syllabus

Code - Course Title	**PZL210U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Pazarlama İlkeleri, Pazarlama Yönetimi
Recommended Resources	AKSOY Ş., CERİT A.G., AKINCI S., İLTER B., DEVECİ D.A., İNAN E., KIYMALIOĞLU A., TUNA, O., ÇABUK S. YURT, Ö., ERDOĞMUŞ İ., (2013), Uluslararası Pazarlama, Editör: Şafak AKSOY, Gülfindan BARIŞ, Anadolu Üniversitesi Yayın No: 2921, Açıköğretim Fakültesi Yayın No: 1878, Eskişehir
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		International Marketing: Concepts and Scope	
Week - 2		International Marketing Environment	
Week - 3		International Marketing Environment	
Week - 4		International Market Research	
Week - 5		International Market Research	
Week - 6		Strategies for Entry to International Markets	
Week - 7		Strategies for Entry to International Markets	
Week - 8		Midterm Exam	
Week - 9		Product in International Markets	
Week - 10		Product in International Markets	
Week - 11		Distribution in International Markets	
Week - 12		Pricing in International Markets	
Week - 13		Promotion in International Markets	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Able to know the concepts regarding international marketing and explain the scope of international marketing.
2	Able to define international marketing environment and evaluate environmental factors.
3	Able to develop a good grasp of studies conducted for a successful international marketing.
4	Able to foresee what options are available for businesses interested in international marketing and assess strong and weak sides of various entry strategies.
5	Able to explain product, distribution, promotion and pricing strategies for businesses in international markets.

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

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