

TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences
Business Administration (English)

Course Information

INTERNATIONAL MARKETING					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
MAN409	Fall	3	0	3	5

Prerequisites and co-requisites	none
Language of instruction	English
Type	Elective
Level of Course	Bachelor's
Lecturer	Ass. Prof. Aslihan Yavuzalp Marangoz
Mode of Delivery	Face to Face
Suggested Subject	-
Professional practise (internship)	None
Objectives of the Course	To explain the basic international marketing issues with the actual cases.
Contents of the Course	Reasons to enter international markets, process, entry strategies, product, pricing, promotion and distribution strategies,will be explained.

Learning Outcomes of Course

#	Learning Outcomes
1	Identifies international marketing concepts
2	Identifies international marketing mix and entry strategies
3	Evaluates brand strategies and international consumer behaviors
4	Gives examples about international marketing applications
5	Analyzes of international marketing process

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Marketing concept, definiton, introduction	Lecture
2	"International marketing concept, entry strategies, Pazarlama çevresi, stratejik pazarlama planlaması"	Lecture
3	Exporting, Investment and Alliance based strategies	Lecture
4	International Marketing Environment	Lecture
5	International Marketing Information Systems	Lecture
6	Market segmentation	Lecture
7	Consumer Behaviors in International Markets	Lecture
8	Review and mid term	
9	Product strategies	Lecture
10	Pricing strategies	Lecture
11	Promotion strategies	Lecture

12	Distribution strategies	Lecture
13	Final Project presentations	Interactive
14	Final Project presentations	Interactive
15	Final Project presentations	Interactive
16	Final Exam	Interactive

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	International Marketing, Michael Czinkota		
2	Uluslar arası Pazarlama, Mehmet Karafakioğlu		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Identifies international marketing concepts	9,14	1,2
2	Identifies international marketing mix and entry strategies	2,9	1,2
3	Evaluates brand strategies and international consumer behaviors	4,10,14	1,2
4	Gives examples about international marketing applications	2,10,13	1,2
5	Analyzes of international marketing process	8,12,13	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	1	20	20
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	18	18
8	Midterm Exam	1	2	2
9	Quiz	0	0	0
10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	0	0	0

