**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| G584 | International Marketing | 2 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Masters Degree |
| Objective | The aim of this course is to teach the basic principles and strategies of international marketing management. In this context, it is aimed for students to understand and analyze global environmental factors, to develop market entry strategies and to plan policies and strategies by analyzing the marketing mix elements for international markets. |
| Content | Week 1. Globalization<br><br>Week 2. Globalization<br><br>Week 3. Economic and financial environment<br><br>Week 4. Cultural, legal and political environment<br><br>Week 5. Global marketing research, global segmentation and positioning<br><br>Week 6. Global marketing strategies<br><br>Week 7. Market entry<br><br>Week 8. Midterm Exam<br><br>Week 9. Product development<br><br>Week 10. Pricing<br><br>Week 11. Sales<br><br>Week 12. Communication, distribution<br><br>Week 13. Developing/emerging markets<br><br>Week 14. Import, export |
| References | Masaaki Kotabe ve Kristiaan Helsen, “Global Marketing Management”, 4th edition, USA: John Wiley and Sons Inc. |

**Theory Topics**

| Week | Weekly Contents |
|---|---|
| 1 | Globalization |
| 2 | Globalization |
| 3 | Economic and financial environment |
| 4 | Cultural, legal and political environment |
| 5 | Global marketing research, global segmentation and positioning |
| 6 | Global marketing strategies |
| 7 | Marketing entry |
| 8 | Midterm Exam |

| Week | Weekly Contents |
|---|---|
| 9 | Product development |
| 10 | Pricing Policies |
| 11 | Sales Management |
| 12 | Communication, distribution |
| 13 | Developing/emerging markets |
| 14 | Import export |