

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 711	Methodology of Quantitative Research	1	3	0	0	3	9

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 721	Organization Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 731	Accounting Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Dersin amacı finansal muhasebe ve raporlama ile denetimin esaslarını oluşturan teori ve kavramları sunmak, öğrencilerin bu teori ve kavramlardan hareketle muhasebe ve denetim alandaki bilimsel araştırma yapabilme kabiliyetlerini artırmaktır.
Content	1. Ders: Finansal Muhasebe Teorisine Giriş 2. Ders: Finansal Raporlama Ortamı 3. Ders: Yasal Düzenlemeler 4. Ders: Uluslararası Muhasebe 5. Ders: Normatif Muhasebe Teorileri 6. Ders: Kavramsal Çerçeve Projeleri 7. Ders: Pozitif muhasebe Teorisi 8. Ders: Sistem Yönelimli Teoriler 9. Ders: Sosyal ve Çevresel Faktörlerin Entegrasyonu 10. Ders: Sermaye Piyasalarının Reaksiyonu 11. Ders: Bireylerin Reaksiyonu: Davranışsal Araştırmalar 12. Ders: Muhasebede Kritik Perspektifler 13. Ders: Muhasebede Araştırma Yöntemleri 14. Ders: Muhasebede Araştırma Yöntemleri
References	Deegan Craig and Jeffrey Unerman. Financial Accounting Theory, european edition,Mc Graw Hill, 2006. Mathews, M.R. and Perera, M.H.B., Accounting Theory and development, Chapman & HallLondon, 1991. Riahi-Belkaoui, Ahmed, Accounting Theory, Fifth Edition, Thomson, 2007. Scott, William S., Financial Accounting Theory, fifth edition, Pearson, Toronto, 2009.

Theory Topics

Week	Weekly Contents
1	1. Introduction to financial accounting theory
2	The financial reporting environment
3	The regulation of financial accounting
4	International accounting
5	Normative theories of accounting: The case of accounting for changing prices
6	The conceptual framework projects
7	Positive accounting theory
8	Unregulated corporate reporting decisions: Considerations of systems oriented theories
9	Extended systems of accounting: The incorporation of social and environmental factors within external reporting
10	Reactions of capital markets to financial reporting
11	Reactions of individuals to financial reporting: An examination of behavioural research
12	Critical Perspective of Accounting
13	Research Methods in Accounting
14	Research Methods in Accounting

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 743	Integrated Marketing Communication	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bütünleşik pazarlama iletişimi sisteminin nasıl işlediğini ve farklı sektör ve işletmelerdeki uygulamalarını açıklamaya çalışmak
Content	1. Hafta BPİ felsefesi 2. Hafta BPİ'nin amaçları 3. Hafta BPİ'nin elemanları ve organizasyonu 4. Hafta Ürün iletişimi 5. Hafta Marka iletişimi 6. Hafta Fiyat iletişimi 7. Hafta Lojistik iletişimi 8. Hafta Perakendecilikte iletişim 9. Hafta Tutundurma stratejileri 10. Hafta Reklamcılık 11. Hafta Halkla İlişkiler 12. Hafta Satış özendirme 13. Hafta Kişisel Satış 14. Hafta E-iletişim ve doğrudan pazarlama
References	1. Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish. 2. Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi 3. Paul Copley, marketing Communication Manegemet, Elsevier Publish.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 741	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Ders pazarlamanın temel ilkelerini ve stratejilerini öğretmeyi amaçlamaktadır.
Content	1. Hafta: Pazarlamanın Tarihsel Gelişimi 2. Hafta: Pazarlamaya felsefik yaklaşımlar 3. Hafta: Pazarlamaya felsefik yaklaşımlar 4. Hafta: İnnovasyon ve pazarlama 5. Hafta: Pazarlamada yeni kavramlar 6. Hafta: Tüketicinin Önemi 7. Hafta: Ara Sınav 8. Hafta: Pazar kavramı: bölümlendirme, hedef pazar seçimi ve konumlandırma 9. Hafta: Pazarlama planlaması ve stratejik pazarlama 10. Hafta: Pazarlama araştırması 11. Hafta: Ürün politikaları 12. Hafta: Fiyatlandırma politikaları 13. Hafta: Dağıtım politikaları 14. Hafta: İletişim politikaları
References	? ? Principles of Marketing, Philip Kotler & Gary Armstrong ? Marketing, Jean Pierre Helfer, Jacques Orsoni ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu ? Marketing Theory, Jagdith Sheth ? Marketing Theory, Shelby Hunt

Theory Topics

Week	Weekly Contents
1	The Historical Development of Marketing
2	The philosophical approaches to marketing
3	The philosophical approaches to marketing
4	Innovation and marketing
5	The new concepts in marketing
6	The Importance of Consumer
7	Mid-term Exam
8	The Market Concept: Segmentation/target market and positioning
9	Marketing planning and marketing strategy
10	Marketing Research
11	Product policy
12	Pricing policy
13	Distribution policy
14	Communication policy

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 733	International Financial Reporting Standards	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 751	Financial Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE745	Strategic Management in Retailing	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	- Perakendeciliğe ilişkin temel kavramların öğrenilmesi, - Perakende stratejilerine ilişkin dinamiklerin kavranması, - Perakendeci türlerinin öğrenilmesi, - Perakendecilik faaliyetleri ve politikalarının anlaşılması, - Perakendecilikte yeni trendlerin ve gelişmelerin kavranması
Content	1. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları 2. Hafta: Mağaza Temelli Perakendecilik 3. Hafta: Mağazasız Perakendecilik 4. Hafta: Çok Kanallı Perakendecilik 5. Hafta: Tüketici Davranışı 6. Hafta: Perakendecilikte Pazar Stratejileri 7. Hafta: Lokasyon Perakende Yer Seçimi 8. Hafta: Ara sınav 9. Hafta: Perakendecilikte Örgüt Yapısı ve İnsan Kaynakları Yönetimi Bilgi Sistemleri ve Tedarik Zinciri Yönetimi 10. Hafta: Müşteri İlişkileri Yönetimi 11. Hafta: Ürün Yönetimi 12. Hafta: TATİL 13. Hafta: Fiyatlandırma 14. Hafta: Mağaza Yönetimi
References	Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork.(Ders kitabı)

Theory Topics

Week	Weekly Contents
1	The Definition, Scope and Functions of Retail
2	Store Based Retailing
3	Online Retailing
4	Multi-Channel Retailing
5	Consumer Behavior
6	Market Strategies in Retailing
7	Location / Retail Site Selection
8	Midterm
9	Organizational Structure and Human Resources Management in Retail
10	Customer Relationship Management
11	Merchandise Management
12	Holiday
13	Retail Pricing
14	Store Management

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 715	Multivariate modeling and data analysis	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 757	Analysis of Financial Reports	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 714	Seminar	2	3	0	0	0	8

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Bu ders, öğrencilere şirket değerlendirme ile ilgili ileri düzeyde bilgi sağlayarak öğrencilerin şirket değerlendirme ile ilgili konularda teorik argümanlar geliştirebilmelerini ve şirket değerlemeyi ileri düzeyde uygulamalı olarak yapabilmelerini amaçlar.
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 712	Qualitative Research Methods	2	3	0	0	3	9

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Öğrenciler nitel araştırma yöntemlerini kullanarak; bağımsız araştırma yapmalarını ve bilimsel olayları geniş ve derin bir bakış açısı ile irdeleyerek yorumlamalarını sağlamak. Yeni ve kavrayıcı sentezlere ulaşabilmeleri için gerekli adımları belirleme yeteneklerini geliştirmektir.
Content	Dersin içeriği nitel araştırmanın diğer araştırma yöntemleri içindeki yerinin ele alınması, kullanım alanlarının tanıtımı, farklı nitel araştırma yöntemlerinin uygulamaları olarak açıklanmasını kapsamaktadır.
References	Agafonoff, N. «Adapting Ethnographic Research Methods to Ad Hoc Commercial Market Research.» Qualitative Market Research: An International Journal 9, no. 2 (2006): 115-125. Arnould, E.J., ve M. Wallendorf. «Market Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation.» Journal of Marketing Research 31 (1994): 484-505. Bas, T. ve Akturan Ulun, Nitel Araştırma Yöntemleri, 3. Basım. Ankara: Seçkin Yayıncılık, 2013. Caelli, K. «The Changing Face of Phenomenological Research: Traditional and American Phenomenology in Nursing.» Qualitative Health Research 10, no. 3 (2000): 366-377. Canniford, R. «Moving Shadows: Suggestions for Ethnography in Globalised Cultures.» Qualitative Market Research: An International Edition 8, no. 2 (2005): 204-218. Elliot, R. «Discourse Analysis: Exploring Action, Function and Conflict in Social Texts.» Marketing Intelligence and Planning 14, no. 6 (1996): 65-68. Elliot, R., ve N.J. Elliot. «Using Ethnography in Strategic Consumer Research.» Qualitative Market Research: An International Journal 6, no. 4 (2003): 215-223. Giorgi, A., ve B. Giorgi. «Phenomenology.» Qualitative Psychology içinde, yazar J.A. Smith. London: Sage Publ., 2003. Goulding, C. «Grounded Theory, Ethnography and Phenomenology A Comparative Analysis of Three Qualitative Strategies for Marketing Research.» European Journal of Marketing 39, no. 3/4 (2005): 294-308. Harris, H. «Content Analysis of Secondary Data: A Study of Courage in Managerial Decision Making.» Journal of Business Ethics 34 (2001): 191-208. Harvey, L.J, ve M.D. Myers. «Scholarship and Practice: The Contribution of Ethnographic Research Methods to Bridging the Gap.» Information Technology and People 8, no. 3 (1995): 13-27. Hunter, K., S. Hari, C. Egbu, ve J Kelly. «Grounded Theory: Its Diversification and Application Through Two Examples From Research Studies on Knowledge and Value Management.» Electronic Journal of Business Research Methods 3, no. 1 (2005): 57-68. Jackson, P. «Principles and Problems of Participant Observation» Geographiska Annaler Series B Human Geography, 1983: 39-46. Marshall, C., ve G.B. Rossman. Designing Qualitative Research. 4th Edition. London: Sage Publ., 2006. Mulhall, A. «In The Field: Notes on Observation in Qualitative Research.» Journal of Advanced Nursing 41, no. 3 (2003): 306-313. Nahl, D. «A Discourse Analysis Technique for Charting the Flow of Micro Information Behavior.» Journal of Documentation 63, no. 3 (2007): 323-339. Turner, B.A. «The Use of Grounded Theory for the Qualitative Analysis of Organizational Behavior.» Journal of Management Studies 20, no. 3 (1983): 333-348. Van Dijk, T.A. «New(s) Racism: A Discourse Analytical Approach.» Ethnic Minorities and the Media içinde, yazar M. Keynes, 33-49. London: Open University Press, 2000. Venkatesh, A., N. Stolzoff, E. Shih, ve S. Mazumdar. «The Home of the Future: An Ethnographic Study of New Information Technologies in the Home.» Advances in Consumer Research 28, no. 1 (2001): 88-97.

Wimpenny, P., ve J. Gass. «Interviewing in Phenomenology and Grounded Theory: Is There a Difference.» Journal of Advanced Nursing 31, no. 6 (2000): 1485-1493.

Yıldırım, A., ve H. Şimşek. Sosyal Bilimlerde Nitel Araştırma Yöntemleri. 4. Basım. Ankara: Seçkin Yayıncılık, 2004.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 732	Strategic Management Accounting	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Yönetim muhasebesinde kullanılan güncel maliyet ve performans ölçüm yöntemleri hakkında öğrencileri bilgilendirmek
Content	Geleneksel Maliyet Yöntemleri Geleneksel Performans Ölçüm Yöntemleri Çağdaş Maliyet Yöntemlerine Giriş Faaliyet Tabanlı Maliyetleme Faaliyet Tabanlı Yönetim Faaliyet Tabanlı Bütçeleme Hedef Maliyetleme ve Fiyatlandırma Kararları Tam Zamanında Üretim Kısıtlar Teorisi Kalite Maliyetleri Müşteri Odaklı Yönetim ve Yönetim Muhasebesi Balanced Scorecard ve Performans Ölçümü Stratejik Yönetim Muhasebesi
References	* Maliyet Muhasebesinde Güncel Yaklaşımlar-Rüstem Hacırüstemoğlu, Münir Şakrak. ** Cost Management: A Strategic Emphasis-Edward Blocher, David E. Stout, Gary Cokins, Kung Chen.

Theory Topics

Week	Weekly Contents
1	Traditional cost accounting techniques
2	Traditional performance measurement techniques
3	Introduction to contemporary cost accounting techniques
4	Activity based costing
5	Activity based costing
6	Activity based budgeting
7	Target costing and pricing decisions
8	Just in time production
9	Just in time production
10	Theory of constraints
11	Quality costs
12	Quality costs
13	Balanced scorecard and performance measurement
14	Strategic management accounting

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 744	Distribution Decisions and Competitive Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 752	Corporate Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 754	Behavioral Finance	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 742	Brand Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 734	International Auditing Standards	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Ce cours destiné aux étudiants de doctorat en gestion est principalement axé sur l'audit externe des états financiers de l'entreprise, l'éthique professionnelle et des responsabilités légales. Les séminaires présentent la théorie et la pratique d'audit dans le perspective des normes internationales d'audit. Le cours vise également initier l'étudiant à identifier et développer un sujet de recherche, définir une problématique de recherche, décrire le but de l'étude de recherche, et établir des questions de recherche associées.
Content	1. Introduction à la théorie de comptabilité et d'audit 2. Objectifs généraux de l'auditeur indépendant 3. Contrôle qualité d'un audit d'états financiers 4. Principes généraux et responsabilité 5. Evaluation des risques 6. Eléments de réponse aux risques identifiés 7. Eléments probants : Confirmations externes 8. Procédures analytiques 9. Utilisation des travaux d'autres professionnels 10. Conclusion de l'audit et rapport 11. Projet des normes clarifiées 12. Perspectives critiques en audit 13. Méthodes de Recherche en Audit
References	International Auditing and Assurance Standards. Deegan, Craig and Jeffrey Unerman, Financial Accounting Theory, European Edition, Mc Graw Hill, London, 2006.

Theory Topics

Week	Weekly Contents
1	Introduction to Financial Accounting and Auditing Theory
2	Overall Objectives of the Independent Auditor
3	Quality Control for an Audit of Financial Statements
4	General Principles and Responsibilities
5	Risk evaluation
6	The Auditor's Responses to Assessed Risks
7	External Confirmations
8	Analytical Procedures
9	Using the Work of an Auditor's Expert
10	Forming an Opinion and Reporting on Financial Statements
11	Clarity Project
12	Critical Perspectives of Auditing
13	Research Methods in Auditing
14	Research Methods in Auditing

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 724	International Enterprises and Strategic Alliances	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu dersin temel amacı, uluslararası stratejik ittifaklar ve ortaklıklar ile ilgili kuramsal ve görgül yazını görece kapsamlı olarak incelemesini sağlamak ve öğrencilerin bu yapılanmaların stratejik temelleri, yönetim yapıları ve işleyiş dinamikleri hakkında bir anlayış geliştirmelerine yardımcı olmaktır.
Content	Hafta 1. Uluslararası stratejik ittifaklar giriş: uluslararası işbirliği stratejileri ve rekabet üstünlüğü Hafta 2. Uluslararası stratejik işbirlikleri: Tanımı ve türleri Hafta 3. Uluslararası stratejik işbirlikleri: Teorik Perspektif Hafta 4. Uluslararası stratejik işbirlikleri oluşum aşamaları Hafta 5. Uluslar arası ittifak oluşturma süreci: Ortaklığa girme kararı, uluslararası ortak seçimi ve müzakere Hafta 6. Uluslararası stratejik ittifaklarda karşılıklı güven gelişimi Hafta 7. Uluslararası stratejik işbirliklerinde bilgi oluşturma ve yönetme Hafta 8. Ara sınav Hafta 9. Uluslararası stratejik ittifaklarda karşılıklı bağlılık ve uyumsuzluk çözümü Hafta 10. Uluslararası stratejik ittifaklarda iletişim, katılım ve bilgi paylaşımı süreçleri ve mekanizmaları Hafta 11. Uluslararası stratejik ittifakların kontrol yapıları ve süreçleri Hafta 12. Uluslararası stratejik ittifaklarda değerlendirme süreci Hafta 13. Araştırma projelerinin sunumu Hafta 14. Araştırma projelerinin sunumu
References	Doz Y.L. & Hamel G.; Alliance Advantage: The Art of Creating Value through Partnering, Harvard Business School Press, Boston MA. Garette B. & Dussauge P. Les Stratégies d'Alliance, Les Editions d'Organisation, Paris. Beamish Paul W. & Killing J. Peter (Eds.), Cooperative Strategies: Asian Pacific Perspectives, New Lexington Press Beamish Paul W. & Killing J. Peter (Eds.), Cooperative Strategies: North American Perspectives, New Lexington Press, San Francisco Beamish Paul W. & Killing J. Peter (Eds.), Cooperative Strategies: European Perspectives, New Lexington Press, San Francisco

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 716	Firm Valuation	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu ders, öğrencilere şirket değerlendirme ile ilgili ileri düzeyde bilgi sağlayarak öğrencilerin şirket değerlendirme ile ilgili konularda teorik argümanlar geliştirebilmelerini ve şirket değerlemeyi ileri düzeyde uygulamalı olarak yapabilmelerini amaçlar.
Content	
References	Penman, S. H. (2013). Financial Statement Analysis and Security Valuation (5th Ed.). New York: McGraw-Hill. Damodaran, A. (2015). Advanced Corporate Finance (4th Ed.). Wiley. (Bütün kaynaklar İngilizcedir)

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 717	International Marketing	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	L'objectif de ce cours est d'enseigner les principes de base et les stratégies de gestion du marketing international. Dans ce contexte, il est destiné aux étudiants à comprendre et analyser les facteurs environnementaux mondiaux, à développer des stratégies d'entrée sur le marché et à planifier des politiques et des stratégies en analysant les éléments du mix marketing pour les marchés internationaux.
Content	Semaine 1. Mondialisation Semaine 2. Mondialisation Semaine 3. Environnement économique et financier Semaine 4. Environnement culturel, juridique et politique Semaine 5. Recherche marketing mondiale, segmentation et positionnement mondiaux Semaine 6. Stratégies marketing mondiales Semaine 7. Entrée marketing Semaine 8. Examen à mi-parcours Semaine 9. Développement de produits Semaine 10. Prix Semaine 11. Ventes Semaine 12. Communication, distribution Semaine 13. Marchés en développement Semaine 14. Importation, exportation
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
9	Product development
10	Pricing Policies
11	Sales Management
12	Communication, distribution
13	Developing/emerging markets
14	Import export

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 756	Asset Valuation	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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