

## Content

| Course Code | Course Name                        | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------------------------|----------|--------|----------|-----|--------|------|
| ML525       | International Marketing Management | 2        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish   |
| Course Type             | Compulsory  |
| Course Level            | Masters Degree  |
| Objective               | This course aims to teach the fundamental concepts, principles and strategies of international marketing.   |
| Content                 | <p>Week 1. Basic concept in retailing</p> <p>Week 2. Types of retailers</p> <p>Week 3. Types of retailers</p> <p>Week 4. Retail consumption management</p> <p>Week 5. Retail market strategies</p> <p>Week 6. Location strategies</p> <p>Week 7. Site selection strategies</p> <p>Week 8. Mid-term Exam</p> <p>Week 9. Information systems and supply chain management organization structure and human resource management</p> <p>Week 10. Customer relationship management. Merchandise management</p> <p>Week 11. Pricing strategies</p> <p>Week 12. Retailing communication mix policies</p> <p>Week 13. Store management principles</p> <p>Week 14. Store design principles. Customer services</p> |
| References              | <p>? Levy, Micheal ve Weitz, Barton A. (2004), Retailing Management, McGraw Hill Inc. New York. (Ders Kitabı)</p> <p>? Karfft, Manfred, Manrala, Murali K. (editors), (2006), Retailing in the 21st Century: Current and Future Trends, Springer, New York.</p> <p>• Varley R. ve Rafiq M., (2004) Principles of Retail Management, Palgrave Macmillan, UK</p> <p>? Tek, Ö.B. ve Orel, D.F. (2006), Perakende Pazarlama Yönetimi, 2. Baskı, Birleşik Matbaacılık, İzmir</p>   |

## Theory Topics

| Week | Weekly Contents |
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