

Content

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

Prerequisites	
Admission Requirements	

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 Week 2. Globalization Week 3. Economic and financial environment Week 4. Cultural, legal and political environment Week 5. Global marketing research, global segmentation and positioning Week 6. Global marketing strategies Week 7. Market entry Week 8. Midterm Exam Week 9. Product development Week 10. Pricing Week 11. Sales Week 12. Communication, distribution Week 13. Developing/emerging markets 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

Week	Weekly Contents
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