Content

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

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents