

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G441	International Marketing	7	3	0	0	3	5

Prerequisites	G342
Admission Requirements	G342

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to teach the fundamental principles and strategies of international marketing management.
Content	<p>Week 1. Introduction to International Marketing</p> <p>Week 2. Introduction to International Marketing/ Economic Environment/</p> <p>Week 3. Financial Environment/ Cultural Environment/</p> <p>Week 4. Politic-Legal Environment/ International Marketing Research</p> <p>Week 5. International Marketing Strategies International Segmentation and Positioning</p> <p>Week 6. Mid-term Exam</p> <p>Week 7. Entry Modes</p> <p>Week 8. Product Management Product Development</p> <p>Week 9. Pricing Policies Sales Management</p> <p>Week 10. Promotion</p> <p>Week 11. Export and Import</p> <p>Week 12. Presentation</p> <p>Week 13. Presentation</p> <p>Week 14. Presentation</p>
References	• Masaaki Kotabe ve Kristiaan Helsen, (2008) "Global Marketing Management", 4th edition, USA: John Wiley and Sons Inc

Theory Topics

Week	Weekly Contents
1	. Introduction to International Marketing
2	. Introduction to International Marketing
3	Economic Environment/Financial Environment
4	Cultural Environment/ Politic-Legal Environment
5	International Marketing Research International Segmentation and Positioning
6	. International Marketing Strategies
7	Mid-term Exam
8	Entry Modes
9	Product Management Product Development
10	Pricing Policies Sales Management
11	Promotion
12	Logistics and Distribution
13	Presentation
14	Presentation