

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML525	International Marketing Management	1	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	<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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