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
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