

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 717	International Marketing	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral 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