Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G441	International Marketing	5	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	Week 1. Introduction to International Marketing	
	Week 2. Introduction to International Marketing/ Economic Environment/	
	Week 3. Financial Environment/ Cultural Environment/	
	Week 4. Politic-Legal Environment/ International Marketing Research	
Week 5. International Marketing Strategies		
	International Segmentation and Positioning	
	Week 6. Mid-term Exam	
Week 7. Entry Modes		
	Week 8. Product Management	
	Product Development	
	Week 9. Pricing Policies	
	Sales Management	
	Week 10. Promotion	
	Week 11. Export and Import	
	Week 12. Presentation	
	Week 13. Presentation	
	Week 14. Presentation	
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	

Week	Weekly Contents	
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	