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 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 | |