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	The aim of this course is to teach the basic principles and strategies of international marketing management. In this context, it is aimed for students to understand and analyze global environmental factors, to develop market entry strategies and to plan policies and strategies by analyzing the marketing mix elements for international markets.	
Content	Week 1. Globalization	
	Week 2. Globalization	
	Week 3. Economic and financial environment	
	Week 4. Cultural, legal and political environment	
	Week 5. Global marketing research, global segmentation and positioning	
	Week 6. Global marketing strategies	
	Week 7. Market entry	
	Week 8. Midterm Exam	
	Week 9. Product development	
	Week 10. Pricing	
	Week 11. Sales	
	Week 12. Communication, distribution	
	Week 13. Developing/emerging markets	
	Week 14. Import, export	
References	Masaaki Kotabe ve Kristiaan Helsen, "Global Marketing Management", 4th edition, USA: John Wiley and Sons Inc.	

Theory Topics

Week	Weekly Contents
1	Globalization
2	Globalization

Week	Weekly Contents
3	Economic and financial environment
4	Cultural, legal and political environment
5	Global marketing research, global segmentation and positioning
6	Global marketing strategies
7	Marketing entry
8	Midterm Exam
9	Product development
10	Pricing Policies
11	Sales Management
12	Communication, distribution
13	Developing/emerging markets
14	Import export