

# INTERNATIONAL MARKETING

1	Course Title:	INTERNATIONAL MARKETING	
2	Course Code:	ISL4310	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	4	
6	Semester:	8	
7	ECTS Credits Allocated:	5.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. MURAT HAKAN ALTINTAŞ	
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın	
16	Contact information of the Course Coordinator:	mhakan@uludag.edu.tr, 0 224 2941066, Uludağ Üniversitesi, İ.İ.B.F. İşletme Bölümü	
17	Website:		
18	Objective of the Course:	Teaching international marketing strategies which enterprises should put into practice in our world	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Understanding the importance of international marketing
		2	Analyzing marketing problems that businesses can face in their sectors and solve these problems in global markets
		3	Applying the necessary techniques for international marketing practices
		4	Defining consumer markets and industrial markets in international scale
		5	Understanding how businesses can communicate with their target markets in international scale
		6	Analyzing numerical data related with marketing function and observing these informations in international scale
		7	Using marketing informations in doing an effective international marketing plan
		8	Understanding new marketing trends
		9	Understanding export operations
		10	Understanding import operations
21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
1	Basic concepts in international marketing		
2	Environmental factors affecting international marketing		

<b>3</b>	International marketing planning	
<b>4</b>	International marketing research	
<b>5</b>	International market segmentation and positioning	
<b>6</b>	Product in international marketing	
<b>7</b>	Branding in international marketing (Mid-term Exam)	
<b>8</b>	Pricing decision process in international marketing	
<b>9</b>	Pricing strategies in international marketing	
<b>10</b>	Distribution in international marketing	
<b>11</b>	Advertising in international marketing	
<b>12</b>	Personal sales in international marketing	
<b>13</b>	Import operations and management	
<b>14</b>	Export operations and management	

<b>22</b>	Textbooks, References and/or Other Materials:	Philip R. Cateora, John L. Graham, International Marketing.
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<b>23</b>	Assesment	
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		

<b>24</b>	<b>ECTS / WORK LOAD TABLE</b>
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	15.00	15.00
Others	1	45.00	45.00
Final Exams	1	20.00	20.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	4	3	0	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK2	3	5	4	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK3	0	0	4	5	0	0	0	5	0	0	0	4	0	0	0	0
ÖK4	0	0	4	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK5	0	0	0	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK6	5	0	4	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK7	0	0	5	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK8	0	3	3	4	0	0	0	5	0	0	4	4	0	0	0	0
ÖK9	0	4	4	3	0	0	0	5	0	0	4	4	0	0	0	0
ÖK10	0	4	4	4	0	0	0	5	0	0	4	4	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			