

INTERNATIONAL MARKETING

1	Course Title:	INTERNATIONAL MARKETING
2	Course Code:	PZRZ003
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	3.00
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:	Öğr. Gör. ÖZLEM ULUÇAY ŞAKAR
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr.Gör. Özlem ŞAKAR ulucay@uludag.edu.tr 02247112781/61731
17	Website:	
18	Objective of the Course:	The aim of this course is to enable the learners to act according to the structure of international markets as well as national markets, to use the advantages of inclining towards international markets, to comprehend which international markets to choose and why to choose them and to determine and use marketing and communication strategies according to international markets.
19	Contribution of the Course to Professional Development:	To be able to the effectiveness of marketing in international markets.
20	Learning Outcomes:	
	1	To be able to comprehend the necessity and structure of international marketing and the differences with respect to national marketing.
	2	To be able to use information communication technologies and professional tools in international marketing research.
	3	To be able to form solutions to the problems that may be encountered in international markets.
	4	To be able to plan marketing strategies and to use these in international markets.
	5	To be able to provide communication activity in accordance with the qualifications of the international market structure.
	6	To be able to determine and use communication techniques required for sales in international markets.
	7	To be able to apply advertising activities in accordance with international product policies.
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21	Course Content:	

	Course Content:			
Week	Theoretical	Practice		
1	The international marketing concept and the necessity of international marketing			
2	The comparison of the international marketing concept to the concepts used in national marketing and foreign trade.			
3	The process and types of international market research			
4	The process and types of international market research			
5	Fundamental information systems and information resources in international marketing			
6	Multinational corporations and the development process of their activities			
7	Course review and Mid-term			
8	The planning process of international marketing and the formation of international marketing strategy			
9	Product strategy in international marketing			
10	Price strategy in international marketing			
11	Distribution strategy in international marketing and logistics			
12	Distribution strategy in international marketing			
Activites		Number	Duration (hour)	Total Work Load (hour)
13	Theoretical Marketing communication attempts in international marketing	14	3.00	42.00
Practicals/Labs		0	0.00	0.00
22	Self-study and preparation of assignments, Textbooks, References and/or Other Materials	1	5.00	5.00
Homeworks		1	5.00	5.00
Projects		3	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		1	15.00	15.00
Others		0	0.00	0.00
Final Exams		1	20.00	20.00
TERM LEARNING ACTIVITIES		NUMBER	WEIGHT	
Total Work Load				97.00
Midterm Exam/ 30 hr		1	25.00	3.23
ECTS Credit of the Course				3.00
Home work-project		1	15.00	
Final Exam		1	60.00	
Total		3	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		Case studies , Quiz		
24	ECTS / WORK LOAD TABLE			

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	2	3	3	5	3	4	3	2	3	4	0	0	0	0
ÖK2	3	2	2	4	3	4	3	4	3	3	4	4	0	0	0	0
ÖK3	4	3	2	3	4	5	3	5	4	3	4	4	0	0	0	0
ÖK4	5	4	3	4	5	5	3	4	4	3	4	4	0	0	0	0
ÖK5	5	5	3	5	5	5	4	5	5	3	5	5	0	0	0	0
ÖK6	4	5	3	5	5	5	4	5	5	3	5	5	0	0	0	0
ÖK7	4	4	3	5	5	5	4	4	4	4	5	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			