



**AYDIN ADNAN MENDERES UNIVERSITY**  
**BOZDOĞAN VOCATIONAL SCHOOL**  
**MARKETING AND ADVERTISING**  
**MARKETING**  
**COURSE INFORMATION FORM**

Course Title	Global Marketing								
Course Code	PZL112			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Teaching how to manage marketing activities in international business area.								
Course Content	Global marketing research, Global marketing information system, Global marketing market segmentation, Global marketing planning, Global product policies								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Çok Yazarlı, Küresel Pazarlama Yönetimi, İstanbul:2008, Beta Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	To contribute analysis global marketing environment
2	Theoretical	Environment of global marketing
3	Theoretical	Global marketing research
4	Theoretical	Global marketing information system
5	Theoretical	Global marketing market segmentation
6	Theoretical	Global marketing planning
7	Theoretical	Global product policies
8	Intermediate Exam	Midterm
9	Theoretical	Global product policies
10	Theoretical	Global pricing policies
11	Theoretical	Global pricing policies
12	Theoretical	Global distribution policies
13	Theoretical	Global promotion policies
14	Theoretical	Global advertising
15	Theoretical	Case study
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	To be able to contribute analysis global marketing environment.
2	To be able to contribute to design and apply global marketing research.



3	To be able to contribute to design marketing information system
4	To be able to contribute to set global market segmentation and targeting strategies.
5	To be able to contribute to compose global product politics
6	To be able to contribute to compose global price politics.
7	To be able to contribute to compose global promotion politics
8	To be able to contribute to compose global place politics

### Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6	L7	L8
P1	5	5	5	5	5	2	3	3
P2	4	4	5	4	4	3	3	3
P3	5	5	5	5	5	3		3
P4	5	5	5	5	4	3	3	
P5	4	4	4	3	3	3	3	3
P6	4	4	3	3	3	3	3	3
P7	4	4	4	3	3		3	3
P8	5	3	4		3	3	3	3
P9	5	5	4	4	3		3	3
P10	5	4	4	3	3	3	2	3
P11	5	5	4	4	3	3	3	3
P12	4	4	4	3		3	3	3
P13	4	4	4	4	2	3		3
P14	5	4	3	4	3	2	3	3
P15	3	3	3	3	3	3	2	3

