



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Marketing							
Course Code		PMP211		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Students often work in life science specific to the business concept concepts used English words and phrases starting with the first through translation, teaching students through reading materials about the area.							
Course Content		To determine customer and business expectations in international markets, to identify customers in international markets, help with planning of marketing activities in international markets, assist in the implementation of the marketing mix in international markets							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Uluslararası Pazarlama
---	------------------------

Week	Weekly Detailed Course Contents	
1	Theoretical	To determine the expectations of consumers and businesses in the international market
2	Theoretical	To determine the expectations of consumers and businesses in the international market
3	Theoretical	To determine the expectations of consumers and businesses in the international market
4	Theoretical	To determine the expectations of consumers and businesses in the international market
5	Theoretical	to identify customers in international markets
6	Theoretical	to identify customers in international markets
7	Theoretical	to identify customers in international markets
8	Intermediate Exam	Midterm
9	Theoretical	help with planning of marketing activities in international markets
10	Theoretical	help with planning of marketing activities in international markets
11	Theoretical	help with planning of marketing activities in international markets
12	Theoretical	assist in the implementation of the marketing mix in international markets
13	Theoretical	assist in the implementation of the marketing mix in international markets
14	Theoretical	assist in the implementation of the marketing mix in international markets
15	Theoretical	An overview of what has been learned about the course

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28



Midterm Examination	1	11	1	12
Final Examination	1	9	1	10
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3	L4
P1	5	5	5	5
P2	5	5	5	5
P3	5	5	5	5
P4	5	5	5	5

