



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Global Marketing							
Course Code		PRL205		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to enable the learners to categorize the retail enterprises according to the sector, market and client characteristics and to determine their position types, to acquire information on the store set-up and to contribute to the formation of category management, the planning process of product diversification, the pricing types, the determination of communication budget and methods and the planning of communication program.							
Course Content		Retailer, Retailing, Retail Selling, Retail Management Strategy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		İns. Yıldırım TOPRAK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Categorization of retail enterprises and their position types
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
2	Theoretical	Characteristics of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir.
3	Theoretical	Store-set-up of retail enterprises and its importance
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir.
4	Theoretical	Store set-up of retail enterprises and its importance
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
5	Theoretical	Financial structure of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
6	Theoretical	Category management
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
7	Theoretical	Planning process of product diversification
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir.
8	Theoretical	Purchase systems of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
9	Theoretical	Purchase systems of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.



10	Theoretical	Pricing methods of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
11	Theoretical	Communication methods of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
12	Theoretical	Determination of the budget of communication methods of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
13	Theoretical	Planning of communication program of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
14	Theoretical	Application of communication program of retail enterprises
	Preparation Work	Tek, Ömer Baybars ve Fatma Demirci Orel (2008), Perakende Pazarlama Yönetimi, Birleşik Matbaacılık, İzmir. Aydın, Kenan (2007) Perakende Yönetiminin Temelleri, Nobel Yayınları, Ankara.
15	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	1	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
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 comprehend retail enterprises structurally
2	To comprehend international competition conditions
3	Understand the implementation of marketing mix elements to the global arena
4	To learn the techniques of entry to foreign markets
5	To be able to analyze global markets

### Programme Outcomes (Business Administration Management)

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

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

	L1	L2	L3	L4	L5
P1	2	2	2	2	2
P2	2	2	2	2	2
P3	2	2	2	2	2



P4	2	2	2	2	2
P5	5	5	5	5	5
P6	2	2	2	2	2
P7	2	2	2	2	2
P8	2	2	2	2	2
P9	2	2	2	2	2
P10	2	2	2	2	2
P11	2	2	2	2	2
P12	2	2	2	2	2

