



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Marketing							
Course Code		İDT204		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, the student, the recognition and implementation of international marketing strategies will be the ability to make							
Course Content		The basic concepts of international marketing, international marketing strategies							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study					
Name of Lecturer(s)		Ins. Halil ŞİMŞEK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Uluslararası Pazarlama Yönetimi, Prof. Dr. Mehmet KARAFAKIOĞLU
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of International Marketing
2	Theoretical	Economic Classification of countries
3	Theoretical	Evaluation of International Economic Environment
4	Theoretical	Evaluation of International Economic Environment
5	Theoretical	technological Environment
6	Theoretical	International Marketing and Culture
7	Theoretical	Culture and buying Behavior
8	Theoretical	Political and Legal Environment
9	Theoretical	Types of Market Research by Objective and Scope
10	Theoretical	Types of Market Research by Objective and Scope
11	Theoretical	International Marketing Research
12	Theoretical	International Marketing Research Process
13	Theoretical	International Marketing Strategies
14	Theoretical	International Marketing Strategies

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	8	8
Reading	1	0	8	8
Midterm Examination	1	0	2	2
Final Examination	1	0	4	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Understanding the Basic Concepts of International Marketing
2	Recognition and enforcement of International Marketing Strategies
3	Classification of Countries Economically



4	To understand the relationship between International Marketing and Culture
5	Understanding market research

**Programme Outcomes (Foreign Trade)**

1	Economics, business law, labor and social security law, business, accounting, and describe the basic concepts of international trade
2	Of delivery and payment to foreign trade, foreign trade transactions and edit documents used
3	Mathematical operations to commercial
4	Grasp of the Turkish bank-exchange regulations, to prepare documents that are used in these processes, business correspondence, make
5	Turkey customs legislation to the foundation, to prepare the documents and customs procedures to follow
6	Turkey export import regulations, the basic concepts of logistics, know the rules of international transport and prepare the documents necessary, carry out e-commerce transactions
7	Foreign trade operations in computer and be able to use a foreign language, foreign trade transactions
8	Grasp and analyze methods of financing foreign trade, foreign trade transactions in free zones to
9	To international marketing strategies, recognizing the risks of international trade, international monetary and capital markets to analyze the relationships
10	Understand the importance of quality and standardization in foreign trade, foreign trade transactions and tax practices to insure
11	Account for foreign trade and foreign exchange transactions
12	Turkey's economy and economic crisis of the world economy and to understand the developments in the EU - Turkey relations to follow, to recognize the international economic and financial organizations
13	Win the adequacy of research, professional ethics, to grasp, to know the methods of commercial correspondence
14	Atatürk's principles and reforms
15	Accordance with the rules To know writing and speaking of the Turkish language, to know the types literary texts, and spoken expression

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

	L1	L2
P9	5	5

