



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Marketing							
Course Code		DTS204		Couse 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, will be the ability to make the recognition and enforcement of international marketing strategies.							
Course Content		The basic concepts of international markets and the implementation of international marketing strategies.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Burçak ÖNDER							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Uluslararası Pazarlama İlkeleri, Cem Kozlu, İB. Yayınları, İstanbul, 2011.
2	Uluslararası Pazarlama, F. Ecer, M. Canitez, Gazi Kitabevi, Ankara, 2006.
3	Uluslar arası Pazarlama Karması ve Yönetimi, Ömer Arat, Ekin Kitabevi, Ankara, 2004.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to international marketing- basic concepts
2	Theoretical	Economic Classification of countries are
3	Theoretical	Economic Classification of countries are
4	Theoretical	International competition strategies - theories and practices
5	Theoretical	Technological Environment
6	Theoretical	Internationalization theories- Upsala and Traditional Stage Models- Innovative Model- Network Model
7	Theoretical	Culture and Purchasing 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	Types of Market Research by Objective and Scope
12	Theoretical	International supply chain management
13	Theoretical	Promotion policies in international marketing
14	Theoretical	International marketing case and academic article discussion

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Basic Concepts of International Marketing on the Recognition
2	International Marketing Strategies recognition and enforcement
3	Developing the ability to access information sources of foreign market research



4	Establishing the brand awareness, placing the consciousness of packaging
5	To be able to explain product, distribution, promotion and pricing strategies for the companies that will operate in international markets

Programme Outcomes (Foreign Trade)

1	To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade.
2	To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions.
3	To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence.
4	To have a knowledge of Turkish customs legislation, and organize related documents
5	To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions.
6	Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones.
9	To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets.
10	To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade.
11	Accounting the transactions as to foreign trade and foreign exchange.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L3	L5
P1	1	1	1	
P4	2	2	2	
P9	5	5	5	4
P10				4

