



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Trade							
Course Code		PSY210		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach the international market environment and international marketing features and practices to students.							
Course Content		Development of marketing concept, strategic marketing planning, target market, global marketing management, social and cultural factors in world markets, regional markets, global production strategies, competition analysis, product saturation levels in international markets, attitudes towards foreign countries, pricing decisions, global advertising and world brands, global marketing management and control.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	ECER H. Ferhat ve CANITEZ MURAT, ULUSLAR ARASI PAZARLAMA, Gazi kitabevi,2. Baskı, 2005, ANKARA
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Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Theoretical	.
9	Theoretical	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	2	20	44
Midterm Examination	1	5	7	12
Final Examination	1	5	14	19
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	.
2	.



3	.
4	.
5	.

**Programme Outcomes (Retail Sale and Store Management)**

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

**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	3	5	3	5	5
P2	3	4	4	3	3
P3	4	3	4	5	4
P4	4	5	3	4	5
P5	5	4	5	5	4
P6	3	5	4	4	5
P7	4	4	4	5	4
P8	5	5	5	4	2
P9	4	4	4	5	4
P10	5	5	5	3	5

