AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Global Marketing								
Course Code	PAR251		Couse Level	Short Cycle (Associate's Degree)					
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	It is aimed to enable the customer to determine the customers according to the structure of the international markets and business expectations and marketing strategies and policies in international markets and to plan the marketing activities according to the business targets and strategies in international markets and to help the marketing mix to be implemented.								
Course Content	Determining customer and business expectations in international markets, Determining customers in international markets, Helping to plan marketing activities in international markets, Helping to implement 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	30
Final Examination	1	70

Recommended or Required Reading	
1	Global Marketing Turan Destek

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to International Marketing, Basic Information, Concepts
2	Theoretical	Main Decisions in International Markets, Market Environment
3	Theoretical	Buy Almada Decision Models
4	Theoretical	International Goods / Product Policies
5	Theoretical	Development of International Goods / Product Line
6	Theoretical	Development of International Goods / Product Line
7	Theoretical	Development of International Goods / Product Line
8	Theoretical	International Merchandising Pricing and Payment Shapes
9	Intermediate Exam	midterm
10	Theoretical	Retention Activities in International Markets 1
11	Theoretical	Retention Activities in International Markets 2
12	Theoretical	Selection of Distribution Channels in International Markets and Delivery Shapes Used in International Trade
13	Theoretical	Selection of Distribution Channels in International Markets and Delivery Shapes Used in International Trade
14	Theoretical	E-Commerce in International Markets
15	Theoretical	E-Commerce in International Markets
16	Final Exam	Final Examination

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

Assignment	10	0	1	10
Seminar	25	0	1	25
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	To be able to contribute to the determination of international marketing activities
2	Applying sales activities in international markets
3	To contribute to the design of global marketing information system.
4	To contribute to global market segmentation and market entry strategies
5	Contribute to the creation of a global distribution policy