



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

