AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Competition Strategies in International Markets						
Course Code		UTB512		Couse Level		Second Cycle (Master's Degree)		
ECTS Credit	5	Workload	122 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Aims to understanding the importance of environmental factors for competing and being successful in global markets for businesses and creating international marketing strategies						
Course Content		Concepts related to international marketing, businesses' marketing strategies and marketing mix elements						
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	60

Recommended or Required Reading

1	Vern Tepstra and Ravi Sarathy - International Marketing -
2	Mehmet Karafakıoğlu - Uluslararası Pazarlama Yönetimi - Beta Basım Yayın

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction and Course Description
2	Theoretical	The concept of international marketing and introduction to international marketing
3	Theoretical	Global marketing environment
4	Theoretical	Economic environment
5	Theoretical	Social and culturel environment
6	Theoretical	Politic and legal environment
7	Theoretical	Competition in global markets
8	Intermediate Exam	Midterm
9	Intermediate Exam	Midterm
10	Theoretical	Selecting global market and global market entrance strategies
11	Theoretical	Basic global marketing strategies
12	Theoretical	Global product policy
13	Theoretical	Global distribution policy and logistic
14	Final Exam	Final
15	Final Exam	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	3	10	15	75
Midterm Examination	1	15	1	16
Final Examination	1	30	1	31
			Total Workload (Hours)	122
			[Total Workload (Hours) / 25*] = **ECTS**	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to analyze and interpret the implemented international marketing strategies and implementations
2	To be able to evaluate the efficiency of international businesses's marketing activities
3	Learn Global Market Selection and Global Market Entry Strategies.

4	Learn basic global marketing strategies.
5	To have knowledge about global distribution policy.

Programme Outcomes *(International Trade Master's Without Thesis)*

1	To be able to comprehend and solve economic issues using other social sciences and the basic principles of economic science.
2	To be able to access information, evaluate, interpret, and implement in the processes of the scientific research processes related to International economy.
3	To be able to predict the effects of economic and political developments on the Turkish financial markets and foreign rade sector, to be able to view, comprehend and interpret national and international financiall markets, to be able to apply the innovative methods.
4	To be able to communicate with all private firms showing activity in the countryside at the required level of behavior science, to detect problems, and to be able to conduct joint project.
5	To be able to lead multi-disciplinary studies in foreign trade, to be able to enhance solutions in complex situations and to be able to take responsibility.
6	To be able to raise awareness about the new and developing practices of the job, to be able to review and learn these when needed.
7	To be able to use theoretical and practical information in International economics and foreign trade
8	To be able to design innovative solutions integrating the original ideas and methods in administrative sciences and the international economy with the system, part or process designs.
9	To be able to articulate the idea, and the findings about the research topic verbal and written in an effective way.

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

	L2
P3	4
P4	5
P5	5
P6	5