



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Marketing Strategies							
Course Code		UTB522		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	122 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To see things from macro and micro perspectives of the international economic system discuss.							
Course Content		Explain the difference between international trade and international marketing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Prof. Fisun YÜKSEL							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Ders kitabı, yardımcı kitap ve yardımcı doküman.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The Basic Concepts Of International Marketing
2	Theoretical	International Marketing Strategies
3	Theoretical	International Marketing Strategies
4	Theoretical	International Marketing Research
6	Theoretical	International Marketing Research Process
7	Theoretical	International Marketing Research Process
8	Theoretical	Midterm
9	Theoretical	Midterm
10	Theoretical	Assessment Of International Economic Environment
11	Theoretical	Assessment Of International Economic Environment
12	Theoretical	Types of research according to purpose and scope Sunday
13	Theoretical	Types of research according to purpose and scope Sunday
14	Theoretical	Final Exam
15	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	3	10	15	75
Midterm Examination	1	10	1	11
Final Examination	1	35	1	36
Total Workload (Hours)				122
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Recognize The Basic Concepts Of International Marketing
2	To Recognize And Apply International Marketing Strategies
3	International Marketing Research
4	Assessment Of International Economic Environment
5	Types of research according to purpose and scope Sunday



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 trade sector, to be able to view, comprehend and interpret national and international financial 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

	L1
P3	5
P4	5
P5	5
P6	4
P7	5
P8	4

