



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Global Marketing Management							
Course Code		İŞLE512		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main objective of this course is to learn models of export marketing and export of the concept, controllable and uncontrollable factors in export marketing mix, with the recognition and the ability to manage these factors in the acquisition and realization of discussions on these issues.							
Course Content		This course is a competitive advantage in global markets to acquire businesses and evaluate strategies designed to maintain, from a critical perspective on them, and to examine theories of global marketing for the tools used in reviews, techniques and theories are related.							
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	40
Final Examination	1	60

### Recommended or Required Reading

1	GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008.
2	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008.
3	BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997

Week	Weekly Detailed Course Contents	
1	Theoretical	The subject of the course, course objectives, course description and schedule, Introduction to Global Marketing
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
2	Theoretical	The Evaluation of global marketing environment: economical systems
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
3	Theoretical	Market development steps
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
4	Theoretical	Regional market characteristics and trade agreements
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
5	Theoretical	Social and cultural environment
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
6	Theoretical	The environment of global marketing political, legal and regulatory
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
7	Theoretical	Global Information Systems and market research
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
8	Intermediate Exam	Midterm Exam
9	Theoretical	Global markets: global information systems and market research



9	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
10	Theoretical	Import, export and export marketing
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
11	Theoretical	Organizational export activities
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
12	Theoretical	Export marketing factors
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
13	Theoretical	Foreign market research methods
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
14	Theoretical	Foreign market choice
	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
15	Preparation Work	KEEGAN, Warren J., Gren, Mark C., Global Marketing, Pearson Prentice Hall Inc, New Jersey, 2008. GEGEZ, Ercan A. ve Diğerleri, Küresel Pazarlama Yönetimi, Beta Yay., İstanbul, 2008. BEŞELİ Nursun, İhracatta Pazarlama ve Dış Pazar Araştırması, İGEME 1997
16	Final Exam	Final Exam
17	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Exports have an idea about the models,
2	Generate strategies for the effective use of marketing mix factors,
3	Understands the techniques of creating money,
4	Understands the effects of distribution channels and marketing,
5	

### Programme Outcomes (Business Administration Master's Without Thesis)

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative me
2	Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of international



**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	4	4	5	3	3
P2	3	3	3	4	5
P3	5	2	2	3	3
P4	3	3	4	2	3
P5	3	3	3	3	3

