



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Marketing							
Course Code		UTIF305		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	127 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		the aim of this lecture is to teach international aspects of marketing							
Course Content		this lecture covers international marketing environmet and discuss how different conditions affect marketing							
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	70

### Recommended or Required Reading

1	Küresel Pazarlama Warren Keegan ve Mark C. Yeşil Prentice Salonu
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Week	Weekly Detailed Course Contents	
1	Theoretical	introduction to global marketing
2	Theoretical	introduction to global marketing
3	Theoretical	the global economic environment
4	Theoretical	the global trade environment
5	Theoretical	social and culturalal environment
6	Theoretical	the political legal and regulatory environment
7	Theoretical	the political legal and regulatory environment
8	Intermediate Exam	Midterm exam
9	Theoretical	segmentation targeting and positioning
10	Theoretical	segmentation targeting and positioning
11	Theoretical	importing expoting and sourcing
12	Theoretical	importing expoting and sourcing
13	Theoretical	global amrket entry strategies
14	Theoretical	global amrket entry strategies

### Workload Calculation

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

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Prepares marketing programs for a product
2	Defines product, price, promotion and distribution strategies.
3	Takes decisions about product, price, promotion and distribution.
4	Organizes a marketing department.
5	Controls and audits marketing activities.



**Programme Outcomes (International Trade and Finance)**

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

**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	2	3	3	4
P2	4	2	3	3	4
P3	4	2	3	3	5
P4	3	2	3	3	2
P5	4	3	3	5	3
P6	4	5	3	3	3
P7	5	4	3	3	3
P8	4	4	3	3	3
P9	3	4	2	3	3
P10	2	4	2	3	3

