



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Marketing Management							
Course Code		LYM509		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Macro environmental factors that affect marketing strategies, marketing research, market segmentation, target marketing, basic marketing concepts such as international marketing positioning standpoint. International market entry strategies international marketing marketing mix decisions receipt of learning, learning how.							
Course Content		International marketing and international trade, International Marketing, international marketing and the importance of the definition of the information to be collected In the process of Internationalization, international marketing environment International divestitures are permitted, International marketing strategies, market segmentation, target market selection, and Product decisions and strategies, marketing mix, Brand selection, pricing strategies, distribution Strategies, Promotion Strategies							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Heribert Meffert; Marketing
2	Philip Kotler; Küresel Pazarları Kazanmak

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Marketing and international marketing
2	Theoretical	Basic concepts of marketing and international marketing
3	Theoretical	International Market environment
4	Theoretical	International consumer behavior
5	Theoretical	International market research
6	Theoretical	Used international marketing analysis tools
7	Theoretical	International marketing strategies
8	Theoretical	International markets product decisions
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	International markets pricing decisions
12	Theoretical	International markets promotion decisions
13	Theoretical	The deployment decisions in international markets
14	Theoretical	International Marketing Association
15	Theoretical	Student presentations
16	Final Exam	Finals

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	25	1	26



Final Examination	1	35	1	36
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Macro environmental factors affecting international marketing decisions on learning
2	Understanding of the importance of international marketing research, international research planning learning milestones.
3	Meshing, target marketing and positioning in international markets to learn the topics
4	To have knowledge about strategies for entrance into international markets
5	In international markets, learning, adaptation and standardization of the marketing mix decisions to have knowledge about effective factors in handling.

### Programme Outcomes (Logistics Management Interdisciplinary Master)

1	Being able to contribute to the institution the participant works for and the logistics sector by the use of the knowledge and abilities gained during the education period; and manage change in the institution and the sector;
2	Reaching a competency about contemporary business and technology applications in the area of logistics and supply chain management and analysis and strategy development methods;
3	Being able to create opportunities by combining supply chain management with information technologies and innovative processes by the use of the interdisciplinary courses the participants take;
4	Having the ability to develop creative solutions by working on global logistics and supply chain subjects and realizing these by the use of their project management knowledge;
5	Having the knowledge, abilities and capabilities required for effective logistics and supply chain management by the use of a problem and case analysis based learning;
6	Being able to examine logistics and supply chain processes with the management science viewpoint, analyze related concepts and ideas by scientific methods;
7	If continuing to work in the academia, having the necessary information on logistics applications; if continuing to work in the sector, having the necessary knowledge on conceptual subjects;
8	Being able to specify appropriate research questions about his/her research area, conduct an effective research with the use of necessary methods and apply the research outcomes in the sector or the academia;
9	Being able to follow the changes and developments in the sector the participant works in, in order to keep his/her personal and professional competence updated and develop himself/herself when necessary;
10	Have the necessary capabilities to pursue doctoral studies in national and foreign institutions

### 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		5	4	4	4
P2	4	3	2	2	3
P3	3	2	1	1	4
P4	3	3	4	5	3
P5	2	3	2	4	5
P6	1	1	3	2	3
P7	3	3	1		5
P8	2	5	5	4	5
P9	2	4	4	3	
P10	3	2	5	4	5

