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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **international marketing** | |  | 1 | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Field Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | In the course, it is aimed that students gain these gains by examining how political, cultural, social, economic, technological and legal factors affect consumer behavior, marketing strategies and programs used by businesses. | | | | | | | Course Learning Outcomes | This lesson finally student ;  1- Students; Defines the basic concepts of international marketing and discusses the principles of international trade,  2- Knows the ways of analyzing the behavior exhibited in international pricing and payments.  3- Gain knowledge about the management of promotional activities. | | | | | | | Course Content | Basic concepts of international marketing and international trade, export marketing, planning of international marketing activities, international marketing environment, international product policy, alternative product policies in international marketing, national and international products of companies. management of product lines. branding and packaging in international marketing, international pricing decisions and methods used in international pricing, methods used in international payments, distribution in international marketing. direct and indirect distribution channels, international market entry methods, production methods in foreign markets. physical distribution activities in international marketing, promotion decisions in international marketing. advertising and personal selling in international marketing, advertising, public relations and sales promotion in international marketing. fairs and trade centers, organization of international marketing, control of international marketing, primary data used in international marketing research, secondary data used in international marketing research. | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | Basic concepts of international marketing and international trade | | | | | | | 2 | Export marketing. Planning of international marketing activities, international marketing environment | | | | | | | 3 | International product policy, alternative product policies in international marketing | | | | | | | 4 | National and international products of companies. Management of product lines. Branding and packaging in international marketing | | | | | | | 5 | International pricing decisions and methods used in international pricing | | | | | | | 6 | International in payments used methods | | | | | | | 7 | Distribution in international marketing. Direct and indirect distribution channels | | | | | | | 8 | Methods of entry into international markets. Production methods in foreign markets Physical distribution activities in international marketing | | | | | | | 9 | Promotion decisions in international marketing. Advertising and personal selling in international marketing | | | | | | | 10 | Advertising, public relations and sales promotion in international marketing. Fairs and trade centers | | | | | | | 11 | Organization of international marketing | | | | | | | 12 | Control of international marketing | | | | | | | 13 | Primary data used in international marketing research | | | | | | | 14 | Secondary data used in international marketing research | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Yıldız, Ç, N. *International marketing* , Istanbul University Open and Distance Education Faculty Lecture Notes.  Akat, O. (2013). *International marketing mix and management* , October Press Publication.  [https://avesi.yildiz.edu.tr/kaydin/dokumanlar](https://avesis.yildiz.edu.tr/kaydin/dokumanlar) | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 2 | | - | 5 | | 3 | - | | 2 | - | | 2 | 2 | | 2 | | **LO2** | 2 | | 1 | 5 | | 4 | - | | 2 | - | | 3 | 1 | | 2 | | **LO3** | 2 | | - | 5 | | 3 | - | | 2 | - | | 2 | 2 | | 2 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | **international marketing** | 2 | - | 5 | 3 | - | 2 | - | 2 | 2 | 2 | |