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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Global Marketing** | |  | 3 | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Optional | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | Design Purpose | To enable students to understand how consumers make purchasing decisions according to the structure of international markets, as well as what strategies and policies businesses can implement in international markets. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1.Explains the concepts of globalization and global marketing.  2.Learns the economic, social and demographic factors that affect the global activities of businesses.  3. Explain the reasons that lead businesses to globalization.  4. Comprehends how decisions are made regarding the marketing mix elements on a global scale.  5. Learns how to apply the International Market Entry Strategies. | | | | | | | Course Content | The concept of globalization, global markets and companies, strategies to enter global markets, issues to be considered in the provision of goods and services for global markets. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Globalization | | | | | | | 2 | Spherical to marketing Login | | | | | | | 3 | Local From marketing Spherical to marketing Transition | | | | | | | 4 | Spherical marketing Affecting Economic conditions | | | | | | | 5 | Spherical marketing Affecting Demographic conditions | | | | | | | 6 | Cultural , Political and Technological of the environment Spherical to marketing Effects | | | | | | | 7 | International to the markets Login Strategies | | | | | | | 8 | Export strategy | | | | | | | 9 | to the contract based on Login Strategies | | | | | | | 10 | to investment based on login strategies | | | | | | | 11th | Spherical markets for goods and service presentation | | | | | | | 12 | Spherical in the markets pricing | | | | | | | 13 | Spherical in the markets distribution | | | | | | | 14 | Spherical in the markets marketing communication | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Farina, İ. A., Gegez, E., Ekmekçi, A.K., Er, İ. (2013) Küresel pazarlama, Anadolu Üniversitesi Yayınları. | | **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** | **PO11** | | **LO1** | 4 | | 3 | 2 | | 3 | 3 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **LO2** | 4 | | 3 | 2 | | 3 | 3 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **LO3** | 4 | | 3 | 2 | | 3 | 3 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **LO4** | 4 | | 3 | 2 | | 3 | 4 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **LO5** | 4 | | 3 | 2 | | 3 | 4 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **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** | **PO11** | | Global Marketing | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 5 | |