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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Küresel Pazarlama** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Öğrencilerin, uluslararası pazarların yapısına göre hem tüketicilerin nasıl satın alma kararı verdiğini hem de bunun yanında işletmelerin uluslararası pazarlarda hangi strateji ve politikaları uygulayabileceklerini anlamalarını sağlamaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Küreselleşme ve küresel pazarlama kavramlarını açıklar.  2.İşletmelerin küresel ölçekteki faaliyetlerini etkileyen ekonomik, sosyal ve demografik etkenleri öğrenir.  3.İşletmeleri küreselleşmeye yönelten sebepleri açıklar.  4.Küresel ölçekte pazarlama karması unsurlarıyla ilgili kararların nasıl verildiğini kavrar.  5.Uluslararası Pazarlara Giriş Stratejilerinin nasıl uygulandığını öğrenir. | | | | | | | Dersin İçeriği | Küreselleşme kavramı, küresel pazalar ve şirketler, kürsel pazarlara giriş stratejileri, küresel pazarlar için mal ve hizmet sunumunda dikkat edilmesi gereken hususlar. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Küreselleşme | | | | | | | 2 | Küresel Pazarlamaya Giriş | | | | | | | 3 | Yerel Pazarlamadan Küresel Pazarlamaya Geçiş | | | | | | | 4 | Küresel Pazarlamayı Etkileyen Ekonomik koşullar | | | | | | | 5 | Küresel Pazarlamayı Etkileyen Demografik koşullar | | | | | | | 6 | Kültürel, Politik ve Teknolojik Çevrenin Küresel Pazarlamaya Etkileri | | | | | | | 7 | Uluslararası Pazarlara Giriş Stratejileri | | | | | | | 8 | İhracat Stratejisi | | | | | | | 9 | Sözleşmeye Dayalı Giriş Stratejileri | | | | | | | 10 | Yatırıma dayalı giriş stratejileri | | | | | | | 11 | Küresel pazarlar için mal ve hizmet sunumu | | | | | | | 12 | Küresel pazarlarda fiyatlandırma | | | | | | | 13 | Küresel pazarlarda dağıtım | | | | | | | 14 | Küresel pazarlarda pazarlama iletişimi | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Farina, İ. A., Gegez, E., Ekmekçi, A.K., Er, İ. (2013) *Küresel pazarlama,* Anadolu Üniversitei Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 4 | | 3 | 2 | | 3 | 3 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **ÖÇ2** | 4 | | 3 | 2 | | 3 | 3 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **ÖÇ3** | 4 | | 3 | 2 | | 3 | 3 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **ÖÇ4** | 4 | | 3 | 2 | | 3 | 4 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **ÖÇ5** | 4 | | 3 | 2 | | 3 | 4 | | 4 | 2 | | 2 | 2 | | 2 | 4 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Küresel Pazarlama | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 5 | |