

## COURSE SYLLABUS

## **Vocational School**

Course Code		Course Title	Credit		ECTS Value			
ISL 222		International Marketin	2 (1-1-2	)	5			
Prere	quisite	None						
Language of Instruction:		Turkish	Course Deliver Method:	ry Onlin	e			
Cours and L	se Type evel:	Elective/Spring Term						
Cou	rse Instru	ctor's Title, First Name, and Last Name	e Course Time	Office Ho	ours	Contact		
		Dr. Suzan Oğuz	-	Wednesday 15:00	\$117	suzanoguz@cag.edu.tr		
Cours	se linator:	Dr. Suzan Oğuz						
		Co	ourse Objective					
7.0						Relationships		
Course Learning Outcomes	Upon suc	cessful completion of this course, the stud		Programme Outcomes	Net Contribution			
g Ou	1	Defines the basic concepts related to in	1,2	4				
rmin	2	Explains strategies for entering global	3	5				
e Lea	3	Interprets the effects of cultural difference	4	4				
ours	4	Analyses international customer behav	7	4				
O	5	Evaluates the role of digital marketing	al markets,	3,4	4			
Cours Conte		The aim of this course is to teach students the basic concepts of international marketing and enable them to understand the strategies of businesses operating in different markets. It also aims to develop their analytical skills in cultural awareness, methods of entering foreign markets, international customer behaviour, and the global marketing mix.						
		Course Conte	ent: (Weekly Lesso	n Plan)				
Weel	k	Торіс	Preparation		<b>Teaching Methods and Techniques</b>			
1	Cours	e Introduction and Expectations	General informatio the course		Lecture, Discussion			
2	Funda Mark	mental Concepts of International eting			on			
3		lisation and the International Trade	Reading: examples globalisation		Presentation, Case Study			
4	Cultu	ral Environment and Marketing	Examples of cultur differences	ıral		k, Discussion		
5		cal, Legal and Economic Factors	Case study analysis			Presentation, Case Study		
6	International Market Research		Market research rereview	port	Presentation, Small Group Work			
7	Strate	gies for Entering Foreign Markets	Examples of entry	methods Di	scussion, Case	Study		
8	Midte	Midterm Exam Week – –						
9		Midterm Exam Week – –						
10		Global Target Market Selection and Positioning Selected brand analysis Case Study, Discussion				ssion		
11	Intern	ational Product Decisions	Standardisation vs.	Ex	Explanation, Case Study			



			adaptat	ion example				
12				Comparing prices in				
	International Pricing Strategie	es		nt countries 1	Discussion, Peer Learning			
13	International Distribution and	analysi	s 1	Presentation, Case Study				
14	14 International Retention and Communicat Strategies			sing Campaign le	Case Study, Discussion			
Final Project Presentations I			Individ	ual preparation	Presentation	, Feedback		
16	Final Project Presentations II			Individual preparation		Presentation, Feedback		
17	Final Exam Week	_	_		_			
18	Final Exam Week		_					
			Course Re	sources				
Textbool	k:	Mucuk, İsr	met (2022). Pi	rinciples of Marketing. To	ürkmen Pub	lishing House.		
Recomm	ended Resources:	Cateora, P.	., Gilly, M., &	Gilly, M., & Graham, J. (2021). International Marketing. McGraw-Hill.				
		Course	e Assessment	and Evaluation				
	Activities	Number	Contribut ion	Notes				
Midterm Project		1	35	their choice to enter foreign markets. The short report to prepared will include the following sections:  • Brand/business introduction  • Characteristics of the selected country market  • Entry method used  • Student commentary.  Submission Rules and Format:   > Students will complete the visa assignment individually.  > The assignment must be prepared in Word for and submitted via email.  > Page limit: 3 - 5 pages  > Font style: Times New Roman, 12 point, I spacing 1, Turkish.				
Final Exam Project		1	55	Students will examine the international marketing mix (product, price, distribution, promotion) applications of a business they have selected. The report and presentation to be prepared will include the following sections:  • Company introduction  • Marketing mix analysis  • Strengths and weaknesses of the implementation  • Student evaluation.  Submission Format and Rules:  > Students will prepare the project individually.  > The project must be prepared in Word format and a PowerPoint presentation must be created for the presentation.  > Report page limit: 4 - 6 pages.  > Presentation duration: 5 - 7 minutes.  > Font style: Times New Roman, 12 point, Line spacing 1, Turkish.				
	Score (Assignments and Class	1	10			pation in discussions, and		
r articipat	Participation) 1 10 short reflective assignments will be taken into consideration.  ECTS Table							
	Content	Issue	Time		Total			
Content			issue	1 IIIIC		1 Utai		



Lesson duration	14	2	28
Out-of-Class Work	14	2	28
Homework	1	10	10
Midterm Exam (Midterm Exam Project Preparation)	1	35	35
Final Exam (Final Project Preparation)	1	55	55
	156		
	156/30 = 5.2		
	5		