

**COURSE SYLLABUS**  
**Vocational School**

Course Code	Course Title		Credit	ECTS Value	
ISL 222	International Marketing		2 (2-1-1)	5	
Prerequisite Courses:	None				
Language of Instruction:	Turkish	Course Delivery Method:	Online		
Course Type and Level:	Elective/Spring Term				
Course Instructor's Title, First Name, and Last Name		Course Time	Office Hours	Contact	
Dr. Suzan Oğuz		-	Wednesday 14:00-15:00	suzanoguz@cag.edu.tr	
Course Coordinator:	Dr. Suzan Oğuz				
Course Objective					
Course Learning Outcomes	Upon successful completion of this course, the student will be able to:			Relationships	
				Programme Outcomes	Net Contribution
	1	Defines the basic concepts related to international marketing,	1,2	4	
	2	Explains strategies for entering global markets,	3	5	
	3	Interprets the effects of cultural differences on marketing activities,	4	4	
	4	Analyses international customer behaviour,	7	4	
	5	Evaluates the role of digital marketing tools in international markets,	3,4	4	
Course Content:	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 Content: (Weekly Lesson Plan)					
Week	Topic	Preparation		Teaching Methods and Techniques	
1	Course Introduction and Expectations	General information about the course		Lecture, Discussion	
2	Fundamental Concepts of International Marketing	Reading: definitions of marketing		Lecture, Discussion	
3	Globalisation and the International Trade Environment	Reading: examples of globalisation		Presentation, Case Study	
4	Cultural Environment and Marketing	Examples of cultural differences		Group Work, Discussion	
5	Political, Legal and Economic Factors	Case study analysis		Presentation, Case Study	
6	International Market Research	Market research report review		Presentation, Small Group Work	
7	Strategies for Entering Foreign Markets	Examples of entry methods		Discussion, Case Study	
8	Midterm Exam Week	—		—	
9	Midterm Exam Week	—		—	
10	Global Target Market Selection and Positioning	Selected brand analysis		Case Study, Discussion	
11	International Product Decisions	Standardisation vs.		Explanation, Case Study	

		adaptation example	
12	International Pricing Strategies	Comparing prices in different countries	Discussion, Peer Learning
13	International Distribution and Logistics	Distribution network analysis	Presentation, Case Study
14	International Retention and Communication Strategies	Advertising Campaign Example	Case Study, Discussion
15	Final Project Presentations I	Individual preparation	Presentation, Feedback
16	Final Project Presentations II	Individual preparation	Presentation, Feedback
17	Final Exam Week	–	–
18	Final Exam Week	–	–

#### Course Resources

<b>Textbook:</b>	Mucuk, İsmet (2022). Principles of Marketing. Türkmen Publishing House.
<b>Recommended Resources:</b>	Cateora, P., Gilly, M., & Graham, J. (2021). International Marketing. McGraw-Hill.

#### Course Assessment and Evaluation

Activities	Number	Contribution	Notes
Midterm Project	1	35	<p>Students will briefly examine the methods used by a brand of their choice to enter foreign markets. The short report to be prepared will include the following sections:</p> <ul style="list-style-type: none"> <li>• Brand/business introduction</li> <li>• Characteristics of the selected country market</li> <li>• Entry method used</li> <li>• Student commentary.</li> </ul> <p><b>Submission Rules and Format:</b></p> <ul style="list-style-type: none"> <li>➤ Students will complete the visa assignment individually.</li> <li>➤ The assignment must be prepared in Word format and submitted via email.</li> <li>➤ Page limit: 3 - 5 pages</li> <li>➤ Font style: Times New Roman, 12 point, Line spacing 1, Turkish.</li> </ul>
Final Exam Project	1	55	<p>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:</p> <ul style="list-style-type: none"> <li>• Company introduction</li> <li>• Marketing mix analysis</li> <li>• Strengths and weaknesses of the implementation</li> <li>• Student evaluation.</li> </ul> <p><b>Submission Format and Rules:</b></p> <ul style="list-style-type: none"> <li>➤ Students will prepare the project individually.</li> <li>➤ The project must be prepared in Word format and a PowerPoint presentation must be created for the presentation.</li> <li>➤ Report page limit: 4 - 6 pages.</li> <li>➤ Presentation duration: 5 - 7 minutes.</li> <li>➤ Font style: Times New Roman, 12 point, Line spacing 1, Turkish.</li> </ul>
Process Score (Assignments and Class Participation)	1	10	Students' regular attendance, participation in discussions, and short reflective assignments will be taken into consideration.

#### ECTS Table

Content	Issue	Time	Total
---------	-------	------	-------

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