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| ***ÇAĞ UNIVERSITY***  ***VOCATIONAL SCHOOL*** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Name** | | | | | | | | | | | | **Credit** | | | | | | | **ECTS** | |
| ISL 222 | | | | International Marketing | | | | | | | | | | | | 2 (2-1-1) | | | | | | | 5 | |
| **Prerequisite Courses** | | | | | | | **No** | | | | | | | | | | | | | | | | | |
| **Course Language** | | | | | | | Turkish | | | | **Teaching Style** | | | | | | | | Online | | | | | |
| **Course Type / Level** | | | | | | | Elective / 2nd Year / Spring Semester | | | | | | | | | | | | | | | | | |
| **Faculty Members** | | | | | **Title & Name - Surname** | | | | | | | **Lesson Hours** | | | | | **Interview Hours** | | | | | | **Contact** | |
| **Course Coordinator** | | | | | Assist. Prof. Dr. Suzan Oğuz | | | | | | | - | | | | | Tuesday  13.00-15.00 | | | | | | [suzanoguz@cag.edu.tr](mailto:suzanoguz@cag.edu.tr) | |
| **Course Objectives** | | | | | The aim of this course is to teach students the basic concepts of international marketing and to enable them to understand the strategies of businesses operating in different markets. In addition, cultural awareness, foreign market entry methods, international customer behavior and global marketing mix are aimed to gain the ability to analyze. | | | | | | | | | | | | | | | | | | | |
| **Course Learning Outcomes** |  | | A student who successfully completes the course: | | | | | | | | | | | | | | | | | | **Relationships** | | | |
| **Prog. Outputs** | | | **Net Contribution** |
| **1** | | Defines the basic concepts of international marketing, | | | | | | | | | | | | | | | | | | 1,2 | | | **4** |
| **2** | | Explains entry strategies to global markets, | | | | | | | | | | | | | | | | | | 3 | | | **5** |
| **3** | | Interpret the effects of cultural differences on marketing activities, | | | | | | | | | | | | | | | | | | 4 | | | **4** |
| **4** | | Analyzes international customer behavior, | | | | | | | | | | | | | | | | | | 7 | | | **4** |
| **5** | | Evaluates the role of digital marketing tools in international markets, | | | | | | | | | | | | | | | | | | 3,4 | | | **4** |
| **6** | | Present and discuss case studies on international marketing strategies. | | | | | | | | | | | | | | | | | | 5,6 | | | **4** |
| **Course Content:** This course will cover the international marketing environment, global consumer behavior, entry strategies (export, joint venture, direct investment), pricing, product adaptations, promotion strategies, logistics decisions and cultural influences. | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents (Weekly Lesson Plan)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Week** | | **Subject** | | | | | | | | | | | | **Preparation** | | | | | | **Teaching Methods** | | | | |
| **1** | | Introduction + Marketing and International Marketing Concepts | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **2** | | Global Market Entry Methods and Risk Analysis | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **3** | | Global Market Entry Methods and Risk Analysis + Project and Presentation Information | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **4** | | Cultural Differences and Consumer Behavior | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **5** | | Pricing and Distribution Strategies in International Markets | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **6** | | Global Digital Marketing Strategies | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **7** | | Seminar, Guest Speaker | | | | | | | | | | | | Seminar Presentation | | | | | | | | Discussion | | |
| **8** | | Entrepreneurship and Brand Development in Global Markets | | | | | | | | | | | | Course Presentation | | | | | | | | Lecture & Discussion | | |
| **9-10** | | Midterm Exam Week | | | | | | | | | | | | - | | | | | | | | **-** | | |
| **11** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **12** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **13** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **14** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **15** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **16** | | General Review & Evaluation | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **17-18** | | Final Exam Week | | | | | | | | | | | | - | | | | | | **-** | | | | |
| **SOURCES** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Resources** | | | | | | Lecture notes / Power Point presentations prepared by the lecturer | | | | | | | | | | | | | | | | | | |
| **Lecture Notes** | | | | | | Additional information about case studies and assignments during the semester will be made on Zoom. | | | | | | | | | | | | | | | | | | |
| **ASSESSMENT and EVALUATION** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Events** | | | | | | | | **Number** | | **Contribution** | | | **Notes** | | | | | | | | | | | |
| **Midterm Project** | | | | | | | | 1 | | **35%** | | | In this project, students will select an international marketing campaign that has failed in the past in one country by ignoring cultural differences. This campaign will be analyzed in detail and then a new cultural adaptation plan will be developed in the role of a "student consultant team".  **Submission Rules and Format:**   * Students will do the midterm homework individually. * The assignment should be prepared in Word format and submitted via e-mail. * Page limit: 3 - 5 pages * Font style: Times New Roman, 12 pt, Line spacing1, Turkish. | | | | | | | | | | | |
| **Participation in Seminars and Lectures** | | | | | | | | 1 | | **5%** | | | As the course is online, students are encouraged to actively participate in an interactive learning environment. This assessment will measure student participation in class discussions, case studies and seminars**.** | | | | | | | | | | | |
| **Final Project** | | | | | | | | 1 | | **60%** | | | Within the scope of this project, students will create a micro export strategy to a country outside Turkey for a unique product or service of their own creation. The aim is to show how a small-scale business can expand abroad with a marketing strategy.  **Submission Format and Rules:**   * Students will prepare the project individually. * The project should be prepared in Word format and PowerPoint should be created for the presentation. * Report page limit: 4 - 6 pages * Presentation duration: 5 - 7 minutes. * Font style: Times New Roman, 12 pt, Line spacing1, Turkish. | | | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | | |  | **50%** |
| **Content** | | | | | | | | | **Number** | | | | | | **Clock** | | | **Total** | | | | | | |
| Course Duration | | | | | | | | | 14 | | | | | | 3 | | | 42 | | | | | | |
| Studying Outside the Classroom | | | | | | | | | 14 | | | | | | 3 | | | 42 | | | | | | |
| Midterm Project (Case Study, Homework) | | | | | | | | | 1 | | | | | | 20 | | | 20 | | | | | | |
| Participation in Seminars and Lectures | | | | | | | | | 1 | | | | | | 6 | | | 6 | | | | | | |
| Final Project (Report & Presentation) | | | | | | | | | 1 | | | | | | 35 | | | 35 | | | | | | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | |  | | | | | | |
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| **PAST ACHIEVEMENTS** | | | | | | | | | | | | | | | | | | | | | | | | |
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