

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2022-2023 SPRING**

ITF301 Target Market Analysis and Business Intelligence							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Target Market Analysis and Business Intelligence	ITF301	5	2	2	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving, Teamwork, Report Writing

Course Objective
This course aims to equip students with a comprehensive understanding of the principles and techniques involved in conducting effective target market analysis and utilizing business intelligence strategies within the context of international trade and finance. Through practical applications, hands-on exercises, and the exploration of online platforms, students will develop the skills necessary to identify and assess potential markets, gather relevant data, analyze trade trends, and make informed business decisions that optimize market entry strategies and enhance global competitiveness.

Learning Outcomes
<ol style="list-style-type: none"> 1. Demonstrate a thorough understanding of the significance of target market analysis and business intelligence in international trade and finance. 2. Employ various methods to conduct market research, including qualitative and quantitative approaches, to identify potential markets and assess market demand. 3. Utilize online platforms such as Trade Map, Export Genius, and B2B websites to collect and analyze trade data, enabling informed decision-making. 4. Apply commercial intelligence concepts to formulate effective market entry strategies, taking into account cultural, regulatory, and competitive factors. 5. Develop comprehensive business plans that integrate market analysis findings and business intelligence insights to facilitate successful international market expansion and growth.

Course Outline
The course covers topics such as target market analysis methodologies, market research techniques, utilization of business intelligence tools, and the formulation of effective market entry strategies.

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Introduction to Target Market Analysis and Business Intelligence	<ul style="list-style-type: none"> – Understanding the importance of target market analysis – Role of business intelligence in decision-making – Key concepts and terminology in market analysis and business intelligence
2	Market Research Fundamentals	<ul style="list-style-type: none"> – Defining research objectives and questions – Qualitative vs. quantitative research approaches – Primary and secondary data sources – Collecting data through surveys, interviews, and observations
3	Utilizing Trade Data Platforms	<ul style="list-style-type: none"> – Hands-on: Using Trade Map for sourcing trade data – Using other online platforms for sourcing trade data – Exploring data visualization tools for trade analysis
4	Commercial Intelligence and Trade Attachés	<ul style="list-style-type: none"> – Role and importance of commercial intelligence – The role and functions of trade attachés – Establishing communication channels with trade attachés – Gathering business insights and market trends from attachés
5	Commercial Intelligence and Trade Attachés	<ul style="list-style-type: none"> – Role and importance of commercial intelligence – The role and functions of trade attachés – Establishing communication channels with trade attachés – Gathering business insights and market trends from attachés
6	International Trade Fairs and B2B Platforms	<ul style="list-style-type: none"> – Contributions of international trade fairs and B2B platforms – Strategies for successful trade fair participation – Utilizing B2B platforms for market research and networking

7	International Trade Fairs and B2B Platforms	<ul style="list-style-type: none"> – Contributions of international trade fairs and B2B platforms – Strategies for successful trade fair participation – Utilizing B2B platforms for market research and networking
8	MIDTERM EXAM	
9	Data Analysis and Decision-Making	<ul style="list-style-type: none"> – Data analysis methods for commercial intelligence – Utilizing data in the decision-making process – Analyzing trade data from Trade Map and other sources
10	Data Analysis and Decision-Making	<ul style="list-style-type: none"> – Data analysis methods for commercial intelligence – Utilizing data in the decision-making process – Analyzing trade data from Trade Map and other sources
11	Target Audience Analysis and Segmentation	<ul style="list-style-type: none"> – Target audience profiling and segmentation strategies – Tailoring marketing efforts based on commercial intelligence
11	Digital Marketing Strategies	<ul style="list-style-type: none"> – Digital marketing strategies and their role in market expansion – Integrating commercial intelligence into digital marketing campaigns
13	Incorporating Commercial Intelligence in Digital Marketing	<ul style="list-style-type: none"> – Applying market insights to digital marketing content – Monitoring and optimizing campaigns using data-driven strategies
14	Developing a Market Entry Plan	<ul style="list-style-type: none"> – Crafting a comprehensive market entry plan – Integrating commercial intelligence and strategic analysis
15	FINAL EXAM	
Textbook (s)/References/Materials:		
Textbook: Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). Principles of Marketing (Eighteenth).		
Supplementary References: International Trade Centre (ITC) Guides World Trade Organization (WTO) Trade Policy Guide United Nations Conference on Trade and Development (UNCTAD) Guides U.S. Commercial Service Export.gov		

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	60
	Total	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	12	3	36
Presentation / Seminar Preparation			
Projects			
Reports			
Homework	2	4	8
Quizzes / Studio Review			
Preparation Time for Midterm Exam / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
Total Workload/25 hours		(100/25 = 4)	
ECTS		4	

Course' Contribution Level to Learning Outcomes

No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Demonstrate a thorough understanding of the significance of target market analysis and business intelligence in international trade and finance.					X
LO2	Employ various methods to conduct market research, including qualitative and quantitative approaches, to identify potential markets and assess market demand.					X
LO3	Utilize online platforms such as Trade Map, Export Genius, and B2B websites to collect and analyze trade data, enabling informed decision-making.					X
LO4	Apply commercial intelligence concepts to formulate effective market entry strategies, taking into account cultural, regulatory, and competitive factors.					X
LO5	Develop comprehensive business plans that integrate market analysis findings and business intelligence insights to facilitate successful international market expansion and growth.					X

Relationship Between Course Learning Outcomes and Program Competencies							
No	Program Competencies	Learning Outcomes					Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.	X	X	X	X	X	5
2	Evaluate, follow, absorb and transfer new information in the field of international trade.				X	X	2
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X	X	X	X	X	3
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.					X	1
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.			X	X	X	3
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.	X	X	X	X	X	5
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.	X	X	X	X	X	5
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X	X	X	X	X	5
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decision-making processes of the enterprise in the field of foreign trade and finance.			X	X		2
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.	X					1
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English and a second foreign language of her choice.	X	X	X	X	X	5
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations		X	X	X	X	4

13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions.			X	X	X		3
Total Effect								44

Policies and Procedures	
<p>Web page: https://www.ostimteknik.edu.tr/uluslararasi-ticaret-ve-finansman-bolumu-209 https://www.ostimteknik.edu.tr/international-trade-and-finance-232</p>	
<p>Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real world phenomenon, through analyzing the situation, distinguishing problems and by suggesting solutions. The written exams can be of two types, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions. Exams are composed of a final exam comprising 60% of the student's grade and a mid-term exam, with less weight (40%).</p>	
<p>Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately. The students must not adopt "cut copy paste" behavior from the sources on the internet or use the contents of any type of previous work in their assignments. Plagiarism is unethical behavior and is subject to disciplinary action.</p>	
<p>Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. Medical report must be from a state hospital.</p>	
<p>Projects: Entrepreneurial projects by groups of students might be applicable if necessary.</p>	
<p>Attendance:</p>	
<p>Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.</p>	