

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

**COURSE SYLLABUS FORM
2022-2023 SPRING**

ITF 202 Principles of Marketing							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
International Marketing	MAR306	6	3	0	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer

Course Objective
At the end of the course students are able to analyze international product markets both in consumer good and industrial markets. Students are able to define entry strategies and management of steady state markets at the international level. The perspective of both small and medium sized firms and large firms is discussed.

Learning Outcomes
<div style="border: 1px solid black; padding: 10px;"> <p>The students who become successful in this course will be able;</p> <ul style="list-style-type: none"> - To understand the benefits of international markets - To learn the foundations of culture - To learn Developing a Global Vision through Marketing Research - To understand global marketing management - To master implementing global marketing strategies </div>

Course Outline
This course explores the development of international marketing programs from the determination of objectives and methods of organization through the execution of research, advertising, distribution, and production activities. Students examine the international similarities and differences in marketing functions as related to the cultural, economic, political, social, and physical dimensions of the environment. Students also consider the changes in marketing systems and the adoption of marketing philosophies and practices to fill conditions in different countries

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies

1	Introduction	<ul style="list-style-type: none"> – Aim of the Course – Lecturer Presentation
2	Marketing	<ul style="list-style-type: none"> – Basics of Marketing – What is Marketing? – Key Terms of Marketing
3	Introduction to International Marketing	<ul style="list-style-type: none"> – What is International Marketing? – Explaining basic important terms related to international marketing
4	The Dynamic Environment of International Trade	<ul style="list-style-type: none"> - Importance of defining the problem Global Perspective: Trade Barriers—An International Marketer’s Minefield
5	Culture in International Marketing	<ul style="list-style-type: none"> – Definitions and Origins of Culture – Elements of Culture - Management Styles around the World – Business Ethics
6	The Political and Legal Environment	<ul style="list-style-type: none"> – Stability of Government Policies – Political Risks of Global Business Bases for Legal Systems
7	Targeting Positioning	<ul style="list-style-type: none"> – Explain the definition of a product as a value package and classify goods and services – Explain the meaning of distribution mix – Identify the different channels of distribution – Identify the various pricing objectives that govern pricing Decisions
8	MIDTERM EXAM	
9	Economic Development and the Americas Europe, Africa, and the Middle East The Asia Pacific Region	<ul style="list-style-type: none"> – Marketing and Economic Development – Global Markets and Multinational Market Groups – Dynamic Growth in the Asia Pacific Region
10	Products and Services for Consumers Products and Services for Businesses	<ul style="list-style-type: none"> – Quality – Analyzing Product Components for Adaptation – Brands in International Markets

		– Demand in Global Business-
11	Pricing for International Markets	– Pricing Policy – Approaches to International Pricing – Leasing in International Markets – Getting Paid
12	Negotiating with International Customers, Partners, and Regulators	– The Pervasive Impact of Culture on Negotiation Behavior – Implications for Managers and Negotiators
13	E-Import and E-Export	– What is import and export? – What is e-commerce? – E-Import and E-Export terms and applications
14	Digital Marketing in Global Environment	– What is Digital Marketing? – Digital Marketing applications? – Digital Marketing in Global Environment
15	Course review/preparation for final exam	– Discuss the rise of international business – Describe the major world marketplaces, trade agreements, and alliances – Describe some of the ways in which economic, legal, and political differences among nations affect international
16	FINAL EXAM	

Textbook (s)/References/Materials:

Textbook: Cateora, Philip R., Mary C Gilly & John L. Graham, R. Bruce Money (15th edition) International Marketing, New York: McGraw Hill.

Supplementary References: 22- Czinkota, M. R., & Ronkainen, I. A. (2007). International marketing. Cengage Learning. ISBN 0-324-31702-6

3- Mathur, U. C. (2008). International marketing management: Text and cases. SAGE Publishing India.

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	16	3	48
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
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	(104/25 = 4.16)		
ECTS	4		

Course' Contribution Level to Learning Outcomes						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Understanding the formal and informal processes associated with a business structure.					X
LO2	Evaluate a business on the basis of all functional units.					X

LO3	To use analytical thinking effectively in the decisions taken for the problem solving process.					X
LO4	Having a vision of self-improvement and learning.					X
LO5	To carry out all activities within this framework, equipped with ethics					X

X							
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	X	X	X	5
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X	X	X	X	X	5
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.						0
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X	X	X	X	5
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	4
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	4
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations	X	X	X	X	X	5

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	X	X	5
Total Effect							51

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 phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e. open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean's Office for additional disciplinary action.</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.</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. The medical report must be from a state hospital.</p>	
<p>Projects: Not applicable</p>	
<p>Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.</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>	