

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE  
SCIENCES  
MARKETING DEPARTMENT  
COURSE SYLLABUS FORM**

<b>MAR 306 International Marketing</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>ECTS</b>
International Marketing	MAR 306	6	3	0	0	4	5

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques of the Course</b>	Lecture, Question-Answer, Problem Solving

<b>Course Objective</b>
At the end of the course students are able to analyse international product markets from the perspective of Italian and European companies 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.

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

<b>Course Outline</b>
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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
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<b>Weekly Topics and Related Preparation Studies</b>		
<b>Weeks</b>	<b>Topics</b>	<b>Preparation Studies</b>
1	The Scope and Challenge of International Marketing (Cateora, Gilly & Graham, Chap.1)	International Marketing Defined The International Marketing Task Stages of International Marketing Involvement
	The Dynamic Environment of International Trade (Cateora, Gilly & Graham, Chap.2)	Importance of defining the problem Global Perspective: Trade Barriers—An International Marketer’s Minefield
2-3	History and Geography: The Foundations of Culture (Cateora, Gilly & Graham, Chap.3)	Historical Perspective in Global Business Geography and Global Markets
	Cultural Dynamics in Assessing Global Markets(Cateora, Gilly & Graham, Chap.4)	Definitions and Origins of Culture Elements of Culture
	Culture, Management Style, and Business Systems (Cateora, Gilly & Graham, Chap.5)	Management Styles around theWorld Business Ethics
4-5	The Political and Legal Environment (Cateora, Gilly & Graham, Chap.6-7)	Stability of Government Policies Political Risks of Global BusinessBases for Legal Systems

6	Developing a Global Vision through MarketingResearch (Cateora, Gilly & Graham, Chap.8)	The Research Process Defining the Problem and Establishing Research Objectives
7	Economic Developmentand the Americas Europe, Africa, and theMiddle East The Asia PacificRegion (Cateora, Gilly & Graham, Chap.9-11)	Marketing and Economic Development Global Markets and MultinationalMarket Groups Dynamic Growth in the AsiaPacific Region
8	<b>MIDTERM EXAM</b>	

9	Global Marketing Management: Planning and Organization (Cateora, Gilly & Graham, Chap.12)	Global Marketing Management Planning for Global Markets Alternative Market-Entry Strategies Organizing for Global Competition
	Products and Services for Consumers Products and Services for Businesses (Cateora, Gilly & Graham, Chap.13-14)	Quality Analyzing Product Components for Adaptation Brands in International Markets Demand in Global Business-to-Business Markets
10	International Marketing Channels (Cateora, Gilly & Graham, Chap.15)	Channel-of-Distribution Structures Channel Management
11	Integrated Marketing Communications and International Advertising (Cateora, Gilly & Graham, Chap.16)	Sales Promotions in International Markets International Public Relations International Advertising Advertising Strategy and Goals
12	Personal Selling and Sales Management (Cateora, Gilly & Graham, Chap.17)	Designing the Sales Force Recruiting Marketing and Sales Personnel

13-14	Pricing for International Markets (Cateora, Gilly & Graham, Chap.18)	Pricing Policy Approaches to International Pricing Leasing in International Markets Getting Paid: Foreign Commercial Payments
15	Negotiating with International Customers, Partners, and Regulators (Cateora, Gilly & Graham, Chap.19)	<ul style="list-style-type: none"> <li>- The Pervasive Impact of Culture on Negotiation Behavior</li> <li>- Implications for Managers and Negotiators</li> </ul>
<b>16</b>	<b>FINAL EXAM</b>	

<b>Textbook(s)/References/Materials:</b>	
<b>Textbook:</b> 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). Internationalmarketing. Cengage Learning. ISBN 0-324-31702-6  
3- Mathur, U. C. (2008). International marketing management: Text and cases. SAGE Publishing India.

**Other Materials:-**

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	1	10
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	2	10
Presentation	2	10
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	20
General Exam / Final Jury	1	50
<b>Total</b>		<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>50</b>
<b>Success Grade Contribution of End of Term</b>		<b>50</b>
<b>Total</b>		<b>100</b>

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO 1	To understand the benefits of international markets					X
LO 2	To learn the the foundations of culture					X
LO 3	To learn developing a Global Vision through Marketing Research					X
LO 4	To understand global marketing management					x
LO 5	To master implementing global marketing strategies					x

<b>ECTS / Workload Table</b>			
<b>Activities</b>	<b>Number</b>	<b>Duration (Hours)</b>	<b>Total Workload</b>
<b>Course hours (Including the exam week): 16 x total course hours)</b>	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
<b>Study Time Out of Class</b>	16	3	48
Presentation / Seminar Preparation	2	5	10
Projects			
Reports			
Homework	2	8	16
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	20	20
<b>Total Workload</b>		<b>(162/25 = 6,48)</b>	<b>162</b>

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)							
Nu	Program Competencies	Learning Outcomes			LO4	LO5	Total Effect (1-5)
		LO1	LO2	LO3			
1	Understanding the formal and informal processes associated with a business structure.	x	x		x		3
2	Evaluate a business on the basis of all functional units.			X		x	2
3	To use analytical thinking effectively in the decisions taken for the problem solving process.			X		x	5
4	Having a vision of self-improvement and learning.	x	x	X			3
5	To carry out all activities within this framework, equipped with ethics		x				
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			X		x	4
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally		X	X			3
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.			X	x	x	5
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.			x		x	4
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.		x				2
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.			X	x	x	3
12	To follow and correctly interpret the current trends developing within the framework of marketing.			X		x	3
Total Effect							37

### Policies and Procedures

**Exams:** The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

**Assignments:** The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments. Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

**Missed exams:** If any student miss any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

**Projects:** The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

**Attendance:** Each student should attend 70% of the class during the active term. If any student doesn't attend more than the determined rate he/she will be insufficient and will not have pass mark from the course/class.

**Objections:** Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.

