

Course Profile
Department of Management / International Trade Program

Course Number : MAN 441	Course Title : International Marketing
Required / Elective : Required	Pre / Co-requisites : None
Catalog Description: The course introduces the main characteristics of international markets and addresses the impact of global environmental factors (economic, social, legal, and cultural) on marketing decisions such as market entry, product development, pricing, promotion, and distribution.	Textbook / Required Material : Keegan, Warren J. and Mark C. Green (2005), Global Marketing, 5 th Edition, Prentice Hall.
Course Structure / Schedule : (3+0+0) 3/ 6 ECTS	
<p>Extended Description :</p> <p>This course provides an appreciation of the international marketplace, the global consumer culture, the increased range of choices in multinational strategy, and the difficulty in organizing the worldwide business. It provides students the capability to develop analytical, decision making and communication skills as related to marketing in a global economy.</p>	
Design content : None	Computer usage: for Lecture and Student Presentations
<p>Course Outcomes: [relevant program outcomes in brackets]: By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understanding of the global external market environment. [5] 2. Exposure to evaluating and selecting a foreign market and appropriate market entry with integrated marketing strategic decisions encompassing choice of target market and all product mix decisions. [5,6,8] 3. Identification and use of public business information and international data sources to conduct product/company and international/global market information search. [5] 4. Presentation skills development. [9] 5. Indepth understanding of key concepts of global marketing such as: <ul style="list-style-type: none"> ○ Application of the marketing concept to diverse cultures [5] <ul style="list-style-type: none"> ▪ Adapting product and packaging design. ▪ Adapting brand images and related symbols, icons, spokespeople, designs and logos appropriately to diverse global markets. ▪ Establishing the pricing strategies relevant for the host market. ▪ Selection of the optimal distribution channel in foreign markets. ▪ Creation of an IMC (integrated marketing communications) that best communicates with target consumers in the foreign market. ○ Positioning the same product or service in different cultural markets [5] ○ Understanding consumer behavior in global markets [5] 	

Recommended reading:

Various Assigned International Marketing Cases.

Teaching methods:

Case Discussions, Lectures, Guest Speaker, Presentations.

Assessment methods:

Pop Quizzes: % 20

Midterm: % 25

Case Report and Presentation: % 20

Final Examination: % 35

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	15	3	45
Lectures	15	3	45
Midterm	1	15	15
Case Report and Presentation	1	10	10
Pop Quizzes	5	3	15
Final	1	20	20

TOTAL: 150 hours / 25 = 6 ECTS

Prepared by : Mısra Ç. Gül

Revision Date : 21/02/2010