**Abbreviated Course Syllabus for International Marketing**

**Course Number:** AMRK206

**Course Name:** International Marketing

**Instructors:** Asst. Prof. Dr. Cemal Çalıcıoğlu

**Required Text:** Warren, J. Keegan, Mark C.Green., **Global Marketing**, Seventh Edition, Prentice Hall, 2017.

**Course Description:** The course is to help students think about marketing as in an international context. It is designed to serve as both theory and practice of global marketing. We will explore the cultural/environmental aspects of international trade and to help students gain an understanding of the integration of culture and marketing functions to deeply understand the problems likely to arise in conducting marketing research in a foreign country. We will draw materials from a variety of sources and settings to effectively develop marketing plans for use in foreign markets.

|  |  |
| --- | --- |
| **Topics Outline** | **Estimated Contact Hours** |
| 1. Introduction and The Global Marketing Environment
	1. Introduction to Global Marketing
	2. The Global Economic Environment
	3. The political, Legal, and Regulatory Environments of Global Marketing
	4. The Global Cultural Environment
 | 15 |
| 1. Analyzing and Targeting Global Market Opportunities and Global Marketing Strategy
2. Global Customers
3. Global Marketing Information Systems and Research
4. Segmentation, Targeting and Positioning
5. Global Entry and Expansion Strategies
6. Competitive Analysis and Strategy
 | 15 |
| 1. Creating Global Marketing Programs
2. Product Decisions
3. Pricing Decisions
4. Global Marketing channels
5. Global Integrated Marketing Communications
 | 12 |

**Recap**

**Identification of CPC Covered in this course Estimated Contact**

Accounting 0

Marketing 18

Finance 2

Management

 Management Principles 5

 Organizational Behavior 1

 Human Resource Management 1

 Operations Management 0

Economic/Social/Legal Environment

 Legal Environment of Business 3

 Economics 3

 Business Ethics 1

Business Tools

 Information Systems 1

 Quantitative Methods/Statistics 1

International/Global Dimensions of Business 4

Integrative Experience 2

**Total(estimate of contact hours) 42**