



ÇANKAYA UNIVERSITY

Çankaya Vocational Training School

Course Definition Form

Part I. Basic Course Information

Department Name <i>Use capital letters only</i>	FOREIGN TRADE PROGRAMME	Dept. Numeric Code	4	4			
Course Code	Dept. Code+Course No F T P 2 1 4	Number of weekly lecture hours	3	Number of weekly lab/tutorial hours	0	Number of Credit Hours	3
Course Web Site <i>Use capital letters only</i>	FTP214.CANKAYA.EDU.TR			ECTS Credit	0	4	

Course Name

This information will appear in the printed catalogs and on the web online catalog.

English Name *maximum 40 characters*

International Marketing

Abbreviated English Name *maximum 15 characters*

INT.MAR.

Turkish Name *maximum 40 characters*

Uluslararası Pazarlama

Abbreviated Turkish Name *maximum 15 characters*

UL.PAZ.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> Consent of the Instructor <input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	<input style="width: 100%;" type="text"/>	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <i>Check all that are applicable</i>				
<input checked="" type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input type="checkbox"/> Elective course for Dept. <input type="checkbox"/> Elective course for other dept(s)				

Part II. Detailed Course Information**Justification for the proposal** *Maximum 80 words***Course Description**

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

The main concern of this course is the theories of international trade and markets. Why do we need international marketing? Distinguishing domestic from international marketing; importance and environmental adjustments; Market identification, development and selection; International product; pricing; distribution and promotion strategies; methods of payment; planning; organizing and control of international marketing activities. How the firm enters international markets? At the end of the course, students should be able to draw up a marketing program for an international marketing company.

Course Objectives

Explain the aims of the course. Maximum 100 words.

The main objective of this course is to expose students to the practical aspect or mechanics of marketing in international markets. This will enable students to become broad minded with intent of seeing business from foreign exporter and local importer.

Learning Outcomes

Explain the learning outcomes of the course. Maximum 10 items.

By attending this course a student should be able to:

- Understanding the global economic environment and global marketplace
- Understanding regional market characteristics
- Learning about trade agreements and their scope
- Understanding the importance of social and cultural environments when dealing with a global market and a global product or a brand
- Understanding the political, legal and regulatory environment of a global market
- Learning about to how to use information systems and how to conduct a market research in a global marketing area
- Understanding segmentation, targeting and positioning concept in a global manner
- Understanding global market entry strategies
- Learning about brand, product and pricing strategies in global market
- Understanding global marketing communication strategies and decisions

Course Outline

List the topics covered within each week.

Week	Topic(s)
1	Introduction Global Marketing
2	Global Marketing Environment
3	Regional Market Characteristics and Trade Agreements
4	Social, Cultural and Political Environments
5	Global Information System and Market Research
6	Segmentation, Targeting and Positioning
7	Midterm Exam
8	Importing, Exporting and Sourcing
9	Global Market Entry Strategies: Licensing, Investment and Alliances
10	Brand and Product Decisions
11	Pricing Decisions
12	Distribution Decisions
13	Global Marketing Communication Decisions
14	Presentations

Textbook(s) <i>List the textbook(s), if any, and other related main course materials.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Keegan, W. Green, M.	Global Marketing – 6 th Edition	Pearson	2011	9780137042685

Teaching Policy <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
There will be two mid-term examinations and one final examination applied during the semester. In addition, several assignments given to students will reinforce the topics covered. Students also be responsible for a group term project which compose of two or three person. A presentation will be expected after the delivery of the appropriate project report. Attendance and participation will also take into consideration for the final grade.

Computer Usage <i>Briefly describe the computer usage and the hardware/software requirements in the course.</i>
MS PowerPoint will be used during the presentation of the course material.

Grading Policy <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Assignments and Attendance	1	%10						
Term Project	1	%25						
Midterm	1	%25						
Final Exam	1	%40						

ECTS Workload <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	14	3	42
Preparation beforehand and finalizing of notes (<i>weekly basis</i>)	14	-	-
Collection and selection of relevant material (<i>once</i>)	7	1	7
Self study of relevant material (<i>weekly basis</i>)	2	5	10
Homework assignments	7	1	7
Preparation for Midterm Exams (<i>including the duration of the exams</i>)	2	5	10
Preparation of Term Paper/Case Study Report (<i>including oral presentation</i>)	1	5	5
Preparation of Term Project/Field Study Report (<i>including oral presentation</i>)	1	11	11
Preparation for Final Exam (<i>including the duration of the exam</i>)	1	10	10
TOTAL WORKLOAD			102
TOTAL WORKLOAD / 25			25
ECTS Credit			4

Program Qualifications vs. Course's Learning Outcomes						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
FTP-1	Be able to monitor and analyze the dynamics of international markets.					x
FTP-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of foreign trade in accordance with the requirements of the globalized business environment.				x	
FTP-3	Be able to identify and analyze the validity of theories related to the foreign trade and their relationships regarding current conditions.			x		
FTP-4	Have a good knowledge of the regulations and legislation underpinning the international markets and institutions.					x
FTP-5	Have the ability to efficiently perform all responsibilities of foreign trade within a corporation.				x	
FTP-6	Be able to use quantitative techniques and methods that are predominantly used in foreign trade.		x			
FTP-7	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.		x			
FTP-8	Be aware of elements of the international competitiveness of the foreign trade environment and marketing techniques.					x
FTP-9	Be able to understand and evaluate the problems in foreign trade and to discuss and express his/her opinions clearly.				x	
FTP-10	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.			x		
FTP-11	Be able to understand and evaluate the legal framework for foreign trade law, rules and regulations.				x	
FTP-12	Have the ability to analyze and perform risk assessment of foreign trade companies and multinational companies.			x		

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest