



BA 442– International Marketing 2017-2018 Spring Semester

Credit: (3+0+0) 3 TEDU Credits, 6 ECTS Credits

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Classroom/ Class hours D232 / D230 / **Wednesday:** 10:00 - 11:50 **Friday:** 10:00 - 10:50

Objective and Description of the Course:

The objective of this course is to provide theoretical background for international marketing in order to make the students familiar with international marketing decisions of the companies. International marketing requires making adjustments to the traditional marketing strategies because of the challenges of different international environments. In this manner, international marketing environment basically in terms of cultural, economic and political factors that influence and shape the business decisions in terms of marketing will be analyzed. The other contents will cover the market entry methods, international marketing mix strategies in terms of product, price, place and promotion strategies with real company cases.

Learning Outcomes:

Upon successful completion of this course, a student will be able to;

1. Explain the terminology and the concepts of international marketing
2. Outline the various environments (economic, political, legal and cultural) of international marketing and analyze the impacts of these environments on corporate strategy
3. Describe the key elements of the marketing mix, and how these variables are used in the global marketplace
4. Relate the foreign market entry methods to international marketing
5. Develop awareness of the current and emerging global issues which affect international marketing, for example government intervention

Prerequisites/Corequisites: BA 301

COURSE READINGS

Required Text

1. Global Marketing, Warren Keegan, Mark Green, Ninth Edition, Pearson. 2017.

Optional Text and Sources

- International Marketing, P. Cateora, M. Gilly and J. Graham, McGraw-Hill/Irwin, 15th edition, 2011.
- Global Marketing, S. Hollensen, 6th edition, 2014.
- International Business, Tamer Çavuşgil, Gary Knight, John Riesenberger, Prentice Hall, Second Edition, 2012.
- International Marketing and Export Management, Gerald Albaum, 8th edition, Pearson, 2016.
- International Marketing, Michael R. Czinkota and Ilkka A. Ronkaine, South-Western Cengage Learning, 2013.
- Related journal articles and publications

Course Requirements

Students are expected to come to class on time and prepared by reading the assigned book chapters. Class participation is an essential part of the course grade. Team work and active participation is encouraged in class assignments.

Exams and Grading

Assignments (%10)

Class Participation (% 10)

Group Project (%15)

Quizzes (%10)

Midterm Exam (%20)

Final Exam (%35)

Assignments

There will be at least 3 assigned reading/watching materials. You are allowed and encouraged to work with your classmates on homework assignments. However, you must hand in your own individual assignment. I reserve the right to add and/or change readings and/or cases.

Class participation:

We will have discussions in class and students are expected to actively participate in these discussions. You can lead a discussion or prepare a short presentation on a related topic.

Group Project

Group project will consist of 4- 5 people. The details of the content of the project will be given later. There will be an oral presentation. Each group will make a 30-minute presentation on their project and lead the discussion in the class.

Class Norms and Expectations

- Please come to class prepared and actively participate in class.
- You have to take notes in class as slides aren't the summary of the chapters.
- If you are late to class, enter silently without distracting others.
- Please turn cell phones off during the class.
- Discussions in sessions are highly encouraged but you have to respect views and opinions of your colleagues.
- You can give feedback any time of the course.

Academic Integrity:

Academic integrity and professionalism are fundamental values of TED University. Please see http://www.tedu.edu.tr/tr-TR/Content/Ogrenciler/Akademik_Durustluk_Ilkeleri.aspx for TED University's Academic Honor Rules.

Course Plan

Week	Week of	Topic	Reading
1	February,12	Course Introduction Introduction to International Marketing	Ch. 1
2	February,19	Bases of International Marketing Global Marketing Environment	Ch,2, Ch,3
3	February,26	Global Marketing Environment	Ch,4,Ch5
4	March,5	Global Information Systems and Market Research	Ch6
5	March,12	Marketing Segmentation, Targeting and Positioning	Ch,7
6	March,19	Importing, Exporting and Sourcing	Ch.8
7	March,26	Market Entry Strategies	Ch9
	April,2	Spring Break	
8	April,9	Midterm	
9	April,16	Brand and Product Decisions in International Markets	Ch.10
10	April,23	Pricing Decisions	Ch.11
11	April,30	Global Marketing Channels	Ch.12
12	May,7	Global Marketing Distribution Decisions	Ch.13, Ch.14
13	May,14	Group Projects Presentation and Discussions	
14	May,21	Group Projects Presentation and Discussions	
		Final Exam-To be announced	