

COURSE RECORD

Code	BA 439
Name	Global Marketing
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course provides an in-depth examination of global marketing within the context of globalization and increasing interdependence among nations. It equips students with analytical tools, theories, and practical knowledge required to navigate international marketing environments. The course places emphasis on internationalization processes, market entry strategies, and the development of globally integrated marketing programs.
Objectives	Describing key theories and concepts related to internationalization and globalization. Evaluating market entry strategies across different geopolitical and economic contexts. Analyzing the effects of global political, economic, and sociocultural factors on marketing strategies. Designing a comprehensive global marketing mix tailored to specific international markets.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain major internationalization theories and how they influence global marketing practices. LO2. Evaluate different market entry strategies and their suitability in various contexts. LO3. Analyze the political, economic, and sociocultural environments shaping global marketing decisions. LO4. Compile the elements of the global marketing mix to develop context-specific marketing programs.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	4	3	0	0	0	0	0	0	0	5
LO2	5	4	3	0	0	0	0	2	1	5
LO3	4	4	0	0	0	0	3	2	4	5
LO4	5	5	0	0	0	4	3	4	4	5

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	5	2	2	3	0	0	0
LO2	5	4	1	1	2	2	0
LO3	5	4	4	5	0	1	1
LO4	5	5	3	3	1	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Global Marketing in the firm, Internationalization theories	LO1, LO2
Development of International Competitiveness, Global marketing research	LO1, LO2
Political, economic and social environment	Lo2, LO3
International market selection process, Choice of entry mode	LO1, LO2, LO3
International Sourcing decisions	LO2

Product, Pricing, Distribution and communication decisions	L04
Cross-cultural sales negotiation	L02, L03, L04

DERS BİLGİLERİ

Kodu	BA 439
İsmi	Küresel Pazarlama
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, küreselleşme ve ülkeler arası artan karşılıklı bağımlılık bağlamında küresel pazarlama kavramını derinlemesine inceler. Öğrencilere, uluslararası pazarlama ortamlarında başarılı olabilmeleri için gerekli olan teorik çerçeveler, analitik araçlar ve pratik bilgileri kazandırmayı amaçlar. Ders, özellikle şirketlerin uluslararasılaşma süreçleri, pazara giriş stratejileri ve küresel pazarlama programlarının tasarımı üzerinde durur.