

COURSE RECORD

Code	BA 439
Name	Global Marketing
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Fall
Type	Elective
Prerequisites	-
Description	This course explores global marketing by considering increased interdependency among countries and globalization. The course intends to cultivate knowledge and skills of students about global marketing.
Objectives	Understand how companies internationalize Cultivate knowledge and skills about market entry strategies Learn to design global marketing program Understand economic and political environment
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Explain internationalization theories L02. Assess market entry strategies L03. Describe dimensions of global political, economic and sociocultural environment L04. Synthesize global marketing mix elements

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	3	5	4	3	2	3	3	3	5
L02	5	3	5	4	3	2	3	3	3	5
L03	5	3	5	4	3	2	3	3	3	5
L04	5	3	5	4	3	2	3	3	3	5

* 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	L01
Development of International Competitiveness, Global marketing research	L01, L02
Political, economic and social environment	L03
International market selection process, Choice of entry mode	L01, L02, L03
International Sourcing decisions	L02
Product, Pricing, Distribution and communication decisions	L04
Cross-cultural sales negotiation	L01, 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
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, ülkeler arası artan karşılıklı bağılılığı ve küreselleşmeyi gözeterek küresel pazarlamayı araştırır. Ders, öğrencilerin küresel pazarlama hakkında bilgi ve becerilerini geliştirmeyi amaçlamaktadır.