



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b>	INTERNATIONAL TRADE	<b>Dept. Numeric Code</b>	3 3
<b>Course Code</b>	I N T T 4 0 3	<b>Number of Weekly Lecture Hours</b>	3
		<b>Number of Weekly Lab/Tutorial Hours</b>	0
		<b>Number of Credit Hours</b>	3
<b>Course Web Site</b>	http:// intt.cankaya.edu.tr	<b>ECTS Credit</b>	0 5

#### Course Name and Other Course Information

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

<b>English Name</b>	INTERNATIONAL TRADE
<b>Turkish Name</b>	ULUSLARARASI PAZARLAMA
<b>Mode of Delivery</b>	LECTURE
<b>Language of Instruction</b>	TÜRKÇE

#### 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.*

This course will deal with the problems and opportunities faced by companies that operate on a global basis. It will emphasize the growing importance of emerging market economies, their firms and activities. In addition, different customer preferences, competitors, distribution channels and communication media in today's competitive global markets will be evaluated.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <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****Course Objectives***Maximum 100 words.*

The main objective of this course is to give students an understanding about global marketing and business environment and help them correctly analyze the critical issues in international marketing.

**Learning Outcomes***Explain the learning outcomes of the course. Maximum 10 items.*

After successfully completing this course, the students will be able to;

- know the difference between domestic and international marketing,
- explain the importance of international marketing in a firm's success
- do competition analysis
- design effective communication strategies
- evaluate the cultural, political and legal differences in global markets.

**Textbook(s)***List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Kumar, V.	Global Marketing	Pearson	2011	0-13-704268-X

**Reference Books***List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN

**Teaching Policy***Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

In conducting the course, lectures will be accompanied by real life examples, case studies and a class project .

**Laboratory/Studio Work***Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.***Computer Usage***Briefly describe the computer usage and the hardware/software requirements for the course.*

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**Course Outline**

List the weekly topics to be covered.

Week	Topic(s)
1	Introduction to International Marketing
2	The International Economic Environment
3	Regional Market Characteristics
4	Social and Cultural Environments
5	Political, Legal and Regulatory Environments
6	Global Information Systems + Segmentation, Targeting and Positioning
7	Mid-term Exam
8	Brand and Product Decisions
9	Pricing Decisions
10	Global Marketing Channels and Physical Distribution
11	Global Marketing Communication Decisions
12	Global Marketing and the Digital Revolution
13	Strategic Elements of Competitive Advantage
14	Leadership, Organization and Corporate Social Responsibility

**Grading Policy**

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm Exam	1	25	Midterm Exam					
Final Exam	1	40	Final Exam					
Class Participation	14	10	Class Participation					
Class project	1	25	Class project					

**ECTS Workload**

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	14	3	42
Attending Labs/Recitations ( <i>weekly basis</i> )			
Preparation beforehand and finalizing of notes ( <i>weekly basis</i> )	14	1	14
Collection and selection of relevant material ( <i>once</i> )	1	3	3
Self study of relevant material ( <i>weekly basis</i> )	14	2	28
Homework assignments			
Preparation for Quizzes			
Preparation for Midterm Exams ( <i>including the duration of the exams</i> )	1	15	15
Preparation of Term Paper/Case Study Report ( <i>including oral presentation</i> )			
Preparation of Term Project/Field Study Report ( <i>including oral presentation</i> )	1	15	15
Preparation for Final Exam ( <i>including the duration of the exam</i> )	1	15	15
<b>TOTAL WORKLOAD</b>			132
<b>TOTAL WORKLOAD / 25</b>			132/25=5,28

<b>ECTS Credit</b>	<b>5</b>
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**Program Qualifications vs. Learning Outcomes** Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. 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.

No	Program Qualifications	Contribution				
		0	1	2	3	4
INTT-1	Be able to understand the relationships of several aspects of doing business globally within an interdisciplinary approach.				X	
INTT-2	Have necessary and sufficient knowledge as well as the analytical ability to evaluate his/her knowledge and information in his/her field.					X
INTT-3	Be able to adapt to rapidly changing global business environment and be open to new ideas and business practices.				X	
INTT-4	Have necessary skills required to implement his/her knowledge in real life situations and to develop an effective problem solving and decision making capabilities.					X
INTT-5	Have the sufficient technical knowledge and the ability to improve his/her professional qualifications.					X
INTT-6	Be able to understand and evaluate the problems in his/her field and to discuss and express his/her opinions clearly.					X
INTT-7	Be able to understand the obstacles he/she faces in his/her field and to criticize them within an analytical point of view.				X	
INTT-8	Be able to propose possible solutions to problems faced within both national and international arena with an understanding of the importance of life-long learning and social responsibilities.			X		
INTT-9	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.			X		
INTT-10	Be able to learn the second foreign language, if taken, at least in the European Language Portfolio B1 General Level	X				
INTT-11	Be able to work both independently and as a team member to solve problems in his/her field.			X		
INTT-12	Develop effective communication skills.		X			

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest