

INTF 451 INTERNATIONAL MARKETING
Course Syllabus/2016-2017 Fall

Instructor Information:

Assoc. Professor. Dr. Osman GÖK

osman.gok@yasar.edu.tr

Office: Y 629

<http://osmangok.yasar.edu.tr/>

Instructor Contact:

The instructor for this module will be available for individual consultation during notified "office hours" below. Queries relating to module content, exams and administration should be raised in class-time.

Office Hours:

Tuesday, 13:30 - 14:30 at my office. You can also see Research Assistant of the course for your simple concerns.

Class Time:

Friday, 11:30

Wednesday, 11:30

Class Location:

Y-216

Y-216

Module Learning Outcomes:

On successful completion of the module, students will be able to:

1. Understand the theoretical concepts of international marketing and global marketing strategies. This student learning objective should be achieved through class attendance and reading of the course textbook.
2. Demonstrate knowledge of marketing decision making in global environments outlined in class. This student learning objective should be achieved through class attendance, group sessions, discussions and participating case study applications.
3. Apply theoretical and conceptual models to real life cases, e.g., using appropriate theories and frameworks for diagnosing global marketing strategies and for enhancing managerial decision-making. This student learning objective should be achieved through case study applications.

Required Text: Keegan, W.J. & Green, M.C. (2015), Global Marketing, 8th Edition, Pearson/Prentice Hall.

Recommended texts: Hollensen S., (2014), Global Marketing, 6th ed., Prentice Hall.

Cateora P.R., Gilly M.C., Graham J.L. (2009), International Marketing, 14th edition, McGraw-Hill.

Student Responsibilities:

1. Attend all class sessions and case sessions (70% is mandatory) and participate constructively in discussions and activities.
2. Complete assigned readings and come to class prepared (includes bringing paper/pencils and anything else you need to be successful) and on time.
3. Complete all written assignments in a professional manner, following instructions that will be provided in class. Assignments are due at the beginning of the class period on the day assigned.
4. Be accountable for the contributions you are to make in any team activities.
5. Ask questions.

Assistance

It is your responsibility to keep up with the material. But if you find that you are falling behind and you feel that the course material is extremely difficult, do not hesitate to seek help. Make an appointment with the instructor. Ask other students. Remember that the longer you wait before dealing with the problem the harder it will be to fix it.

Class Participation and Work Habits:

It is expected that you will do more than just "be here" during class time. Active participation requires arriving on time, being prepared for the day's activities, showing interest in the discussion, and staying until the end of class. In order to earn full credit for the participation points, you should ask questions which make us think and volunteer to answer questions based upon your own personal experiences. Additionally, you should show respect to your course mates by encouraging and supporting them in their learning efforts and staying awake during discussions. This includes attending and being active listeners during your course mates' presentations. If you have any constraints limiting your ability to participate, please contact me before the end of the second week of class.

Exams:

Exams will be given as scheduled on the syllabus. There will be no makeup exams without a legal, written excuse from a doctor.

Assessment:

Midterm Exam	30 %
Case study participation & submissions	20 %
Class participation	10 %
Final Exam	40 %

INTF 451 Class Schedule*

Week	Date	Content
1	21/09 23/09	General Info about Case Sessions Welcome to Study Global Marketing: Course Info and General Conduct
2	28/09 30/09	Case Session- Preparing and Presenting a Case Analysis Chapter 1- Introduction to Global Marketing
3	05/10 07/10	Case 1 Chapter 2- The Global Economic Environment
4	12/10 14/10	Case 2 Chapter 3- The Global Trade Environment
5	19/10 21/10	Case 3 Chapter 4- Social and Cultural Environments
6	26/10 28/10	Case 4 Chapter 5- The Political, Legal and Regulatory Environments
7	02/11 04/11	Case 5 Chapter 6- Information Systems and Market Research
8	09/11 11/11	Case 6 Chapter 7- Segmentation, Targeting and Positioning
9	16/11 18/11	Case 7 MIDTERM
10	23/11 25/11	Case 8 Chapter 9- Global Market Entry Strategies
11	30/11 02/12	Case 9 Chapter 10- Brand and Product Decisions in Global Marketing
12	07/12 09/12	Case 10 Chapter 11- Pricing Decisions
13	14/12 16/12	Case 11 Chapter 12- Global Marketing Channels and Distribution
14	21/12 23/12	Case 12 Chapter 13- Global Advertising and Public Relations / Chapter 14- Global Sales Promotions and Personal Selling
		Final Exam

*: The schedule is subject to minor changes based upon the needs, interests, and progress of students.