

BA 4718 – INTERNATIONAL MARKETING  
Course Schedule (TUESDAY, 14:40-18:15)

Instructor:	DENİZ ÇALIŞ
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Office Hours:	by appointment
Course Web Page:	
Course Description:	
<p>An examination of the major elements of international marketing including the definition, challenges and benefits of Global Marketing, economic, political, legal, social &amp; cultural environment in Global Markets, building International Marketing Intelligence, conducting competitive analysis and strategy; segmentation, targeting and positioning of global brands and services; entry and expansion strategies; Integrated Marketing Communication mix in Global Marketing and E-Marketing.</p> <p>Learning Objectives from the lesson:</p> <ol style="list-style-type: none"><li>1. Understanding of Global Marketing concepts</li><li>2. Distinguish between international and domestic marketing.</li><li>3. Benefits and challenges of international marketing.</li></ol> <p>This course focuses on global marketing efforts of brands and institutions. Within the course context, a brand's marketing journey starting by market research and continuing with all the related marketing elements is taken into consideration in line with the global economic, political, legal, social, cultural and environmental issues</p> <p>Upon completing this course, students are expected to understand</p> <ol style="list-style-type: none"><li>1. How economic, political, legal, social &amp; cultural environment affects Global marketing decisions</li><li>2. The importance of building Marketing Information Systems and conducting strategic research,</li><li>3. The role of competitive Analysis in building strategies</li><li>4. Market segmentation, targeting and positioning of products and services;</li><li>5. Planning process &amp; entry strategies;</li><li>6. Building Global Strategic Partnerships</li><li>7. How to develop an integrated global marketing plan</li></ol> <p>Students are going to be graded based on their performances on their individual projects, group projects and one written exam. There will be no final exam.</p>	
<b>Course Student Learning Objectives: (CSLOs)</b>	
<p>The main objectives of this course are to provide the students with:</p> <ol style="list-style-type: none"><li>1. A basic understanding of the nature of Global Marketing</li><li>2. The development of a marketing plan for a global brand or a global service</li><li>3. The know- how related to implementing the global marketing plan.</li></ol> <p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"><li>• Demonstrate an understanding of Global Marketing Concepts and environments</li><li>• Demonstrate an understanding of Marketing tools for global targets and strategies</li><li>• Demonstrate an understanding of the importance of building global Marketing Information Systems</li><li>• Demonstrate an understanding of conducting strategic research</li><li>• Be able to participate in and present a team-based expertise</li><li>• Be sensitized to the various perspectives of the international business environment such as culture, ethics, politics etc.</li></ul>	

**Course Specific Skills:**

1. Understand setting objectives and strategy development as well as the application phases in global marketing.
2. Understand conducting research and MIS management in global marketing
3. Learn how to develop a unique global marketing plan for a company or an institution

**Discipline Specific Skills:**

4. Understand customer reactions to global marketing concepts
5. Knowledge about global brand building and management using global marketing tools
6. Understand the rapid changes in the global environments

**Personal and Key Skills:**

7. Agility
8. Critical thinking
9. Teamwork
10. Presentation

**Learning and Teaching Methods:**

Formal lectures, case studies, in-class discussions, group work, presentation sessions, field visits

**Required Reading:**

Jean-Claude Usunier and Julie Anne Lee, *Marketing Across Cultures*, Pearson Prentice-Hall, Sixth edition 2013, ISBN: 978-0-273-75773-3(print)

**Suggested Reading:**

1. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, *Marketing 4.0: Moving from Traditional to Digital*, Wiley , 15th edition, ISBN: 978-1-119-34120-8 ; January 2017
2. Robert F. Lusch, "Taking a Leadership Role in Global Marketing Management Organizational Dynamics", Vol. 35, No. 3, pp. 264–278, 2006 ISSN 0090-2616; Elsevier Inc.
3. Kevin Lane, " Conceptualizing, measuring, and managing customer-based brand equity MT1; *Journal of Marketing*; Jan 1993; 57, 1; pg. 1
4. Barry Berman, " Developing an Effective Customer Loyalty Program"; *California Management Review* vol 49 no 1; 2006
5. Thompkins; "Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit," (2013), *Journal of Marketing*, 77, 21-36.

**Assessment and Grading:**

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Group Projects	40	60 Min. Presentation & Discussion	1,2,3,4,5,6,7,8,9,10	Oral & Written
Individual projects	30	15 Min. Presentation & Discussion	1,2,3,4,5,6,7,8,10	Oral & Written
Midterm	30	75 Min. Essay Type Exam	1,2,3,4,5,6,7,8	Written

**Course Policies:**

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (EngelsizODTÜ Birimi, ODTÜ Kütüphanesi,

Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

#### METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

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The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
Week1		Introduction to the Course Definition of International Marketing Benefits of International Marketing Challenges in International Marketing		1,2,4,5,6
Week2		Looking at the global environment: <ul style="list-style-type: none"> <li>• Economic</li> <li>• Political</li> <li>• Legal</li> <li>• Social</li> <li>• Cultural</li> </ul>	1	1,2,4,5,6

Week3		Building MIS in International Marketing processes Conducting International Marketing Research Competitive Analysis and Strategy Segmentation of global markets Targeting and Positioning of products and services	3	1,2,4,5,6
Week4		Individual Project Presentations		1,2,4,5,6,7,8,10
Week5		Planning Process for international market entries Entry Strategies into international markets Expansion Strategies in international markets Global Strategic Partnerships	2	1,2,4,5,6
Week6		International Product Strategies Branding of products and services Packaging Decisions Pricing Concepts in global marketing		1,2,4,5,6
Week7		Global Promotion campaigns Advertising Public Relations Sales Promotions Other promotional techniques	4	1,2,4,5,6
Week8		Channels of Distribution for Global markets Channel Development & Adaptation General Overview of Integrated Marketing Elements	5	1,2,4,5,6
Week9		Midterm		1,2,4,5,6,7,8
Week10		Business Customs in Global Marketing Ethics in Global Marketing		1,2,4,5,6
Week11		E-Marketing Developing a Global Marketing Plan		1,2,3,4,5,6,7,8,9,10
Week12		Group project presentations		1,2,3,4,5,6,7,8,9,10
Week13		Group project presentations		1,2,3,4,5,6,7,8,9,10
Week14		Group project presentations		1,2,3,4,5,6,7,8,9,10