

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
ITB 323	International Marketing Strategies	Compulsory	4	-	2025
Instructor of the Course & E-Mail Address	Assoc. Prof. Dr. Ali AYCI aliyayci@aybu.edu.tr				
Office Hours & Office Room	Mondays 9:00-10:00 Instructor Room				
Course Content and Objectives	This course provides a comprehensive overview of the strategies, concepts, and practices involved in marketing products and services across national borders. It explores the complexities of operating in diverse international environments, focusing on how companies adapt their marketing approaches to different cultural, economic, political, and legal contexts. Key topics include the drivers of internationalization, analysis of global marketing environments international market research, market entry strategies, adaptation vs. standardization of the marketing mix managing international marketing operations, and addressing challenges in emerging markets. The primary objective is to equip students with the analytical tools and strategic thinking necessary to develop and implement effective international marketing strategies in a globalized world.				
Textbook(s)	<p>Required: Horská, E. et al. (2014). <i>International Marketing: Within and Beyond Visegrad Borders</i>. Krakow</p> <p>Recommended/Supplementary: Cateora, P. R., Ghauri, P. N., & Graham, J. L. (Various Editions). <i>International Marketing</i>. McGraw-Hill Education. Keegan, W. J., & Green, M. C. (Various Editions). <i>Global Marketing</i>. Pearson. Additional articles and case studies may be assigned during the semester.</p>				
Teaching Methods and Techniques	Lectures, Class Discussions, Case Study Analysis, Reading Assignments, Student Presentations, Group Projects				
Course Learning Outcomes	1	Define international marketing and explain the key drivers and challenges of globalization and internationalization.			
	2	Analyze the impact of diverse cultural, economic, political, and legal environments on international marketing strategies.			
	3	Understand the process and importance of international marketing research and information gathering.			
	4	Evaluate different market entry modes (exporting, contractual, investment) and their strategic implications.			
	5	Develop strategies for adapting or standardizing marketing mix elements (product, price, distribution, communication) for international markets.			
	6	Analyze the unique opportunities and challenges associated with marketing in less developed and emerging markets			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	1	Ability to apply knowledge of international trade and business principles.			
	2	Understanding of the global economic, political, legal, and cultural environment.			
	3	Ability to analyze international markets and identify opportunities/threats.			
	4	Skill in developing and implementing international business strategies.			

Contribution of the Course to Field Instruction	This course bridges theory and practice by utilizing real-world examples, case studies and discussions of contemporary issues in international marketing. Students will analyze how multinational corporations and smaller enterprises navigate the complexities of global markets, applying theoretical concepts to practical challenges in areas such as market selection, entry strategy, and marketing mix adaptation.		
Topics Covered in the Course	1. Week	Introduction to International Marketing	
	2. Week	The Global Economic and Trade Environment	
	3. Week	Political Risk in International Business	
	4. Week	Culture and Business	
	5. Week	International Marketing Research: Concepts and Environment	
	6. Week	Research Methodology and Practical Implementation	
	7. Week	Market Entry Modes for International Businesses	
	8. Week	Midterm Week	
	9. Week	International Product Policy and Innovations	
	10. Week	International Pricing Policy	
	11. Week	Distribution Policy in Theory and Practice	
	12. Week	Marketing Communication in Theory and Practice	
	13. Week	Planning, Organization and Control of International Marketing Operations	
	14. Week	Doing Business and Marketing in Less Developed and Emerging Markets	
	15. Week	Selected Aspects of Doing Business in Visegrad Countries / Course Review / Case Studies	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	%30
	Quizzes		%
	Assignments		%
	Attendance	1	%10
	Practice		%
	Project		%
	Final examination	1	%60
	Total		100%
Disability Policy	If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.		