

**OSTİM TECHNICAL UNIVERSITY
COURSE SYLLABUS FORM**

GBM 706 Marketing in International Business and Cultural Environment							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Marketing in International Business and Cultural Environment	GBM 706	1	3	0	0	3	7,5

Language of Instruction	English
Course Status	Compulsory
Course Level	Master
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Practice

Course Objective
A course that is aiming to provide the principles of marketing management toward a marketing-oriented view of business; explaining the "marketing concept" and related with marketing mix, regard to consumer needs, marketing research, B2B marketing, positioning, branding, pricing, distribution, selling, advertising, promotions, digital marketing and CRM.

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> ▪ Understand and explain the basic functions, roles, duties, and environments associated with being a marketer. ▪ Understand and explain the basic principles and foundations of marketing research, strategic planning, marketing segmentation, and the development of the marketing strategies/marketing mix as they apply within a marketing plan. ▪ Determine the viability of the success or failure of a marketing strategy through analysis, synthesis and evaluation of a marketing plan. ▪ Discuss social responsibility and ethics as related to the marketing field.

Weekly Topics and Related Preparation Studies	
Weeks	Topics
1	Introduction and Connect Registration
2	Overview of Marketing Value Creation
3	Marketing Ethics Strategic Planning
4	The Marketing Environment Global Marketing
5	Marketing Research Consumer Behavior
6	Business to Business Marketing Segmentation
7	Targeting Positioning
8	Mid-term Exam The midterm exam includes all chapters covered thus far in the course.
9	Product, Branding, and Packaging New Product Development
10	Marketing Services Pricing
11	Supply Chain Management Retailing and Omnichannel Marketing
12	Integrated Marketing Communication Digital Marketing
13	Advertising and Sales Promotion Public Relations
14	Personal Selling Customer Relationship Management
15	Course review/preparation for final exam
16	Final Exam The final exam can be either comprehensive or based on the modules covered after the midterm exam.

Textbook(s)/References/Materials:

CORE CONCEPTS NOTEBOOK TO ACCOMPANY CONNECT MASTER 2.0 MARKETING. (2021)
McGraw-Hill Education.

Assessment

Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Attendance	16	10
Midterm Exams / Midterm Jury	1	35
General Exam / Final Jury	1	55
Total		100
Success Grade Contribution of Semester Studies		45
Success Grade Contribution of End of Term		55
Total		100

Relationship Between Course Learning Outcomes and Program Competencies

Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	Understand and explain the basic functions, roles, duties, and environments associated with being a marketer.					x
2	Understand and explain the basic principles and foundations of marketing research, strategic planning, marketing segmentation, and the development of the marketing strategies/marketing mix as they apply within a marketing plan.					x
3	Determine the viability of the success or failure of a marketing strategy through analysis, synthesis and evaluation of a marketing plan.					x
4	Discuss social responsibility and ethics as related to the marketing field.					x

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homeworks			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	15	15
Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload	(115/30 = 3,8)		115