



Меѓународен Универзитет Визион - International Vision University  
 Universiteti Ndërkombëtar Vizion - Uluslararası Vizyon Üniversitesi

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## SYLLABUS

COURSE NAME	COURSE CODE	SEMESTER	COURSE LOAD	ECTS
INTERNATIONAL MARKETING	2035	7	180	6

<b>Prerequisite(s)</b>	None
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<b>Course Language</b>	Turkish
<b>Course Type</b>	Required
<b>Course Level</b>	First Cycle
<b>Course Lecturer</b>	
<b>Course Assistants</b>	
<b>Classroom</b>	
<b>Extra Curricular Office Hours and Location</b>	<b>Meeting:</b> <b>Consultancy:</b>

<b>Course Objectives</b>	Main concepts that will be reviewed in this course are: export regimes, politics of international finance, international pricing decisions, selection of distribution channels, promotion in international marketing, organization and control.
<b>Course Learning Outcomes</b>	In the end of this course the students will be able: <ul style="list-style-type: none"> <li>• To learn and define the characteristics regarding international markets;</li> <li>• To manage and keep contacts particularly through distribution channels in external markets.</li> </ul>
<b>Course Contents</b>	The contents of this course are: The environmental factors affecting international marketing, international information systems, international marketing planning, market segmentation in international markets, product policies, pricing, distribution channels and promotion activities.

## WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

<b>Week</b>	<b>Subjects</b>	<b>Related Preparation</b>
<b>1</b>	Definition of international marketing	Related Chapters of Course Sources
<b>2</b>	Environmental factors affecting the international marketing	Related Chapters of Course Sources
<b>3</b>	Basic data sources in the international marketing	Related Chapters of Course Sources
<b>4</b>	International marketing research	Related Chapters of Course Sources
<b>5</b>	Target market selecting and positioning	Related Chapters of Course Sources
<b>6</b>	Product characteristics in the international marketing	Related Chapters of Course Sources
<b>7</b>	Mid-term Exam	Related Chapters of Course Sources
<b>8</b>	Product life style cycle in international markets	Related Chapters of Course Sources
<b>9</b>	Distribution strategies in international markets	Related Chapters of Course Sources
<b>10</b>	Promotion strategies in international markets	Related Chapters of Course Sources
<b>11</b>	Promotion methods in the international markets	Related Chapters of Course Sources
<b>12</b>	Practices	Related Chapters of Course Sources
<b>13</b>	Overall Evaluation	Related Chapters of Course Sources
<b>14</b>	Overall Evaluation	Related Chapters of Course Sources
<b>15</b>	Final Exam	Related Chapters of Course Sources

## ECTS / WORKLOAD TABLE

Presentation / Seminar			
Hours for off-the-classroom study (Pre-study, practice)	14	3	42
Midterm Exam	1	12	12
Final examination	1	14	14
<b>Total Work Load</b>			
<b>ECTS</b>		<b>6</b>	

## GENERAL PRINCIPLE RELATED WITH COURSE

Dear students,

In order to be included, learn and achieve full success that you deserve in the courses you need to come well prepared by reading the basic and secondary textbooks. We are expecting from you carefully to obey to the course hours, not to interrupt the lessons unless is very indispensable, to be an active participant on the courses, easily to communicate with the other professor and classmates, and to be interactive by participating to the class discussions. In case of unethical behavior both in courses or on exams, will be acting in framework of the relevant regulations. The attendance of the students will be checked in the beginning, in the middle or at the end of the lessons. Throughout the semester the students who attend to all lectures will be given 15 activity-attendance points in addition to their exam grades.

## SOURCES

COMPULSORY LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Uluslararası Pazarlama Yönetimi	Prof. Dr. Mehmet Karafakioğlu BETA BASIM YAYIM, 2010
2	Меѓународна економија	Фотов, Р Економски факултет Штип 2008
3	International Marketing: Strategy and Theory	John Shaw, Sak Onkvisit

ADDITIONAL LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Uluslararası Pazarlama	Dr. Erdoğan Taşkın, Türkmen Kitabevi, 2012
2	Меѓународен маркетинг	Д-р Митре Стојановски, “Економски факултет, Скопје, 2009
3	International Marketing	Philip Cateora, Mary Gilly, John Graham

## EVALUATION SYSTEM

<b>Underlying the Assessment Studies</b>	<b>NUMBER</b>	<b>PERCENTAGE OF GRADE</b>
Attendance/Participation	15	%10
Project / Event	1	%20
Mid-Term Exam	1	%35
Final Exam	1	%35
<b>TOTAL</b>	<b>17</b>	<b>%100</b>

## ETHICAL CODE OF THE UNIVERSITY

In case of the students are cheating or attempt to cheat on exams, and in the case of not to reference the sources used in seminar studies, assignments, projects and presentations, in accordance to the legislations of the Ministry of Education and Science of Republic of Macedonia and International Vision University, will be applied the relevant disciplinary rules. International Vision University students are expected never to attempt to this kind of behavior.