



KIIS Türkiye Program, Summer 2027

MKT 324: International Marketing

Instructor: Dr. Ismail Karabas

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Instructor's office hours: On site and by appointment

Syllabus subject to change

1. Course Description: In this course students will have the opportunity to learn international marketing with a focus on Türkiye. Social and cultural environments, branding and product decisions, global marketing communication, and segmentation, targeting, and positioning are among the topics students will study. More specifically, students will apply topics such as Hofstede's cultural dimensions, marketing mix analysis of popular US and Turkish brands, standardization vs. adaptation strategy, the services marketing environment with a focus on establishments like restaurants, unique targeting and positioning of known brands, and conduct mock focus groups to collect Turkish consumer insights for a product new to Turkish market. This enjoyable and unique learning and traveling opportunity can also contribute toward satisfying students' degree requirements as International Marketing tends to find an equivalence in most business curriculum.

2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

3. Course Objectives and Specific Learning Outcomes: By the end of the course students will be able to:

- Integrate the various facets of marketing covered in other marketing, businesses, and general education courses and apply these concepts to a comprehensive view of global markets
- Understand the components of Turkish market
- Solve problems involving unstructured situations with incomplete information
- Communicate effectively, especially in multicultural conditions

Text: *Global Marketing* by Warren J. Keegan and Mark C. Green (9th ed., 2017). Pearson/Prentice Hall. ISBN-13: 9780134129945. (8th and 10th editions are also accepted.)

4. Major Topics and Required Readings:

Chapter 4: Social and Cultural Environments

Chapter 6: Global Information Systems and Market Research

Chapter 7: Segmentation, Targeting, and Positioning

Chapter 10: Brand and Product Decisions in Global Marketing

5. Graded Assignments (subject to change):

Pre-departure:

-I recommend obtaining the electronic version of the textbook so it is more convenient during our travels.

-Review this book prior to our departure, especially the select 4 chapters above (4, 6, 7, 10).

-Citing at least 2 sources, submit a 1-2 page (single-space, 12 font) report on Türkiye using several global metrics such as: Economic, social, and political environment; consumer purchasing power, GDP, import/export, inflation, unemployment rate, role of tourism in the economy, and so forth.

-In addition, there will be other small assignments to prepare students to the Turkish market, such as studying a local brand prior to departure.

Post departure:

Daily scavenger hunt for marketing material:

-Throughout the study abroad on a daily basis, I want you to be very observant of marketing material. As you see other people greet each other, an ad on a bus, brands of clothes people are wearing, a commercial you may see on TV, local food carts and small businesses, or eat at a restaurant, please take a picture of the material and discuss the extent to which it provides an example to a certain topic in the course (e.g., product/market growth matrix). I will give you daily prompts each morning.

Written:

- Find 3 examples for the standardization vs. adaptation spectrum; one on each side and one in between, and discuss pros and cons (1-page, single space).
- Conduct a marketing mix analysis of a popular Turkish brand (1-page, single space).
- Compare segmentation, targeting, and positioning strategy of a popular US brand between US and Türkiye (1-page, single space).
- Discuss 1 observation in Türkiye that applies to each of 6 [cultural dimensions of Hofstede](#) (power distance, individualism, motivation for achievement, uncertainty avoidance, long-term orientation, indulgence).

Oral presentation/discussion:

- Market entry idea: Using all the material covered in this class, a 20-minute group oral presentation on establishing an American company (which is not in Türkiye yet) in Türkiye. Students are welcome to use any material (e.g., ppt) but it is not expected. A written report is not necessary.
- Services: Compare dine-in restaurants in the US vs. Türkiye. What are the main similarities and differences?

6. Generative AI Policy:

Generative AI is permitted/encouraged in some ways, with proper attribution, but prohibited in other ways.

Students are allowed, encouraged, and even required to use Generative AI in some ways but are prohibited from using it in other ways. Keep in mind that any content produced by generative AI can “hallucinate” (produce false information), so students are responsible for ensuring the accuracy of any AI-generated content. Examples of citing AI are available at: <https://libguides.wku.edu/stylewrite/ai>.

Students are permitted and encouraged to use generative AI in the following ways:

- Brainstorming: You may use generative AI to stimulate creativity, generate ideas, or brainstorm topics for papers, presentations, and discussions. The generated content must serve as a steppingstone, not a final product.
- Citation Assistance: AI tools can be used to manage, format, and organize citations and references, promoting adherence to academic writing standards and specific style guides required for individual assignments.
- Grammar and Style Checking: AI-powered writing enhancement tools may be used to help with spelling, grammar, syntax, and stylistic errors.
- Concept Understanding: Generative AI can be used to explain or simulate concepts taught in class, aiding in a deeper understanding.
- Research Assistance: AI can be used to conduct initial research, compile data, and summarize articles, books, or papers. It should not replace traditional research methods but rather enhance them.

You may not use generative AI in coursework in the following ways:

- Plagiarism: Using AI-generated content as your original work without attribution. This includes essays, papers, presentations, and exam answers.
- Data Manipulation: Using AI tools to alter data or create misleading information.
- Misrepresentation of Skills: Using generative AI to complete tasks that are meant to assess your knowledge and skills.
- Confidentiality Breach: Using AI tools that might violate KIIS/university policies or laws related to data privacy and confidentiality.

Metacognitive Reflection. In addition to a proper citation, the student should include the following statement with any assignment where generative AI is used for assistance.

"I used generative AI [INSERT NAME OF PLATFORM] for assistance in the following ways on this assignment: [INSERT WAYS USED, such as brainstorming, citation assistance, grammar and style checking, concept understanding, and research assistance, etc.]."

7. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

9. Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / ena.demir@wku.edu) or WKU's Title IX Investigator, Michael Crowe (270-745-5429 / michael.crowe@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/titleix/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.