



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

INTERNATIONAL MARKETING								
IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD48	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Marketing Management								

I. COURSE OVERVIEW:

The aim of this course is to enhance understanding of the global business landscape, exploring environmental drivers, customer influences, and strategies for successful global marketing. Participants will delve into the complexities of international trade, cultural influences on global consumers, and the intricacies of implementing global marketing strategies.

II. OBJECTIVES:

The students will try to learn:

- I. The importance of world trade, features, opportunities and challenges in international marketing.
- II. The international trade and its barriers, trade in goods & services and international trade agreements.
- III. The drivers of global consumers and influences of the global consumer.
- IV. The cultural and international negotiations, e-marketing channels organization & controlling of the global marketing program.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Illustrate the environment, sustainability, and the scope of international marketing.
- CO2 Analyze global environmental drivers, including the political, economic, social, legal, and technological environments.
- CO3 Examine drivers of global consumers, cultural influences, social and situational factors, and the role of industrial and government buyers.
- CO4 Describe the international marketing research for opportunity analysis and market selection.
- CO5 Explore globalization drivers, international marketing mix, segmentation, distribution, promotion, and pricing strategies.
- CO6 Apply the negotiation techniques, cultural considerations in negotiations, and the organization and control of global marketing programs.

IV. COURSE CONTENT:

MODULE-I-INTRODUCTION TO INTERNATIONAL MARKETING (10)

Environment and sustainability, scope, importance of world trade, features, opportunities and challenges in international marketing, comparison of domestic with international marketing, stages of international marketing, motivating factors of international marketing, internationalization – reasons and strategies

MODULE -II- GLOBAL ENVIRONMENTAL DRIVERS (11)

WTO and globalization: issues, types, political, economic, social, legal and technological environments, exim policy, international trade and its barriers, trade in goods & services, international trade agreements.

MODULE -III -GLOBAL CUSTOMERS (10)

Drivers of global consumers, influences of the global consumer: role of culture, elements, social factors, situational factors, industrial buyer, government buyer.

International marketing research: opportunity analysis, market selection, assessing market size and sales potential, government policies of target markets, swot analysis of target markets, global market entry modes – strategies, problems and challenges.

MODULE -IV -GLOBAL MARKETING (07)

Globalization drivers: market, cost, environmental, competitive factors, international marketing mix, developing the global marketing program, segmentation of product & services, marketing channels and distribution promotion strategies, pricing strategies: factors influencing pricing decisions, concept of international product life cycle.

MODULE -V- IMPLEMENTING GLOBAL MARKETING STRATEGIES (07)

Negotiation with customers and selection method – cultural and international negotiations, e-marketing channels organization & controlling of the global marketing program, export documentation, export procedures, steps in processing an export order.

V. TEXT BOOKS:

1. Philip Cateora and John Graham and Mary Gilly and Bruce Money “International Marketing” 18th edition, in 2020.
2. Vern Terpstra, James Foley and Ravi Sarathy “International Marketing” 11th edition, in 2019.
3. Michael R. Czinkota, Ilkka A. Ronkainen, “International Marketing”, Cengage publications, 10th Edition, 2017
4. Philip R. Cateora, John Graham and Mary C. Gilly “International Marketing”, 17th edition, in 2016.
5. Justin Paul, Ramneek Kapoor “International Marketing” in 23rd April 2015.

VI. REFERENCE BOOKS:

1. Svend Hollensen, Madhumita Benerjee, “Global Marketing”, Pearson, 4th edition, 2010.
2. Rajagopal, “International Marketing”, Vikas, 2nd edition, 2011.
3. P.K. Vasudeva, “International Marketing”, Excel Books, 4th edition, 2012.
4. Kiefer Lee, Steve Carter-Global Marketing Management, Oxford, 3rd edition, 2011.

VII. WEB REFERENCES:

1. <http://www.marketingteacher.com>
2. <http://www.ebsglobal.net/EBS/media/EBS/pdf>

VIII. E-TEXT BOOKS:

1. <https://www.sloanreview.mit.edu/article/theinternet.com>