



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		
CMBE49	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								
SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 17 (Partnerships for the Goals)								

I. COURSE OVERVIEW:

This course provides an understanding of international marketing concepts, global business environment, and strategies to compete in global markets. Students will explore the drivers of globalization, global consumer behavior, trade policies, market entry strategies, and international marketing mix. The course equips students with the ability to analyze international markets, develop global marketing programs, and implement effective strategies for exporting goods and services.

II. OBJECTIVES:

The students will try to learn:

- I. The scope, importance, and challenges of international marketing.
- II. The global environmental drivers, including political, economic, social, legal, and technological factors.
- III. The global consumer behavior and apply research for market selection and opportunity analysis.
- IV. The international marketing strategies including product, pricing, promotion, and distribution.
- V. The implement global marketing strategies, including negotiations, export procedures, and e-marketing channels.

III. COURSE OUTCOMES:

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

- CO1 Recall key concepts, importance, and stages of international marketing.
- CO2 Analyze global environmental factors affecting international marketing decisions.
- CO3 Evaluate global consumer behavior, assess target markets, and perform SWOT analysis for market entry.
- CO4 Apply international marketing mix strategies to develop global marketing programs.
- CO5 Formulate pricing, promotion, and distribution strategies for international markets.
- CO6 Implement and control global marketing strategies, including export documentation and procedures.

IV. COURSE CONTENT:

MODULE-I: INTRODUCTION TO INTERNATIONAL MARKETING - Classes: (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 -Classes: (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 -Classes: (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- Classes: (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 - Classes: (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>
2. <http://www.books.google.co.in/books/about/international>
3. https://www.amazon.in/dp/B01IKK44YO/ref=cm_sw_r_apan_glt_WMVWYE44DMXP1FRXM117
4. https://www.amazon.in/dp/B07JFKW8S4/ref=cm_sw_r_apan_glt_PP9B0YKQVK1FSDZT2M5F