

INTERNATIONAL MARKETING

IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBC51	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	30	70	100
Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil			Total Classes: 45	
<p>I. COURSE OVERVIEW: This course explores the development of international marketing programs from the determination of objectives and methods of organization through the execution of global environment drivers like political, economic, social etc. Course examines the global customers and analysis of strength, weakness, opportunities and strength and global marketing and understands the global marketing strategies.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. The importance of world trade, features, opportunities and challenges in international marketing II. 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 globalization drivers and factors influencing global marketing. V. Cultural and international negotiations, E-Marketing channels organization & controlling of the global marketing programme. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> CO 1: Explain world trade opportunities and challenges about international marketing to have environment sustainability in business. CO 2: Compare variation with domestic vs. international marketing to implement the strategies in international marketing. CO 3: Demonstrate the WTO and globalization issues to make changes and implication in trade. CO 4: Understand EXIM Policy to introduce product into a new international market by international trade agreement CO 5: Evaluate different culture and social factors for influencing industrial buyer and government buyer. CO 6: Analyze the international marketing opportunity and assessing the market size to enter into global market. CO 7: Summarize the competitive factors and techniques to implement for specific product in market. CO 8: Describe a competitive market and recommend an appropriate market entry strategy for a product or service. CO 9: Discuss the E-marketing channels to implementation in global marketing. CO 10: Examine the export documentation and procedures for export trade activities. 								
IV. SYLLABUS								
UNIT-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.								
UNIT-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.								

UNIT-III	GLOBAL CUSTOMERS	Classes: 10
<p>Drivers of Global Consumers, Influences of the Global Consumer: Role of Culture, Elements, Social Factors, Situational Factors, Industrial Buyer, Government Buyer.</p> <p>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.</p>		
UNIT-IV	GLOBAL MARKETING	Classes: 07
<p>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.</p>		
UNIT-V	IMPLEMENTING GLOBAL MARKETING STRATEGIES	Classes: 07
<p>Negotiation with customers and selection method – Cultural and International Negotiations, E-Marketing channels organization & controlling of the global marketing programme, Export Documentation, Export Procedures, Steps in processing an Export Order.</p>		
Text Books:		
<ol style="list-style-type: none"> 1. Philip Cateora and John Graham and Mary Gilly and Bruce Money “International Marketing”, 18th Edition, 2020. 2. Vern Terpstra, James Foley and Ravi Sarathy, “International Marketing” 11th Edition, 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, 2016. 5. Justin Paul, Ramneek Kapoor “International Marketing”, 23rd April, 2015. 6. Donald Brady, “Essentials of International Marketing”, 2015. 7. Justin Paul, Ramneek Kapoor, “International Marketing: Text and Cases”, TMH, 2nd Edition, 2012. 8. Philip R. Cateora John L Graham Prashant Salwan, “International Marketing”, TMH, 13th Edition, 2011 		
Reference Books:		
<ol style="list-style-type: none"> 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. 		
Web References:		
<ol style="list-style-type: none"> 1. http://www.marketingteacher.com 2. http://www.ebsglobal.net/EBS/media/EBS/pdf 		
E-text books:		
<ol style="list-style-type: none"> 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 5. https://www.kobo.com/us/en/ebook/international-marketing-19 		