

# International Marketing

## Course Objectives

As the world is becoming flatter, it is imperative that all management students prepare themselves for the different challenges that the globalized world is going through at them. This course intends to prepare the students with several international marketing theories and practices.

## Syllabus

International Marketing and International Marketing Environment. International Market Entry Strategies. International Marketing, Research International Product Policy and Planning, International Promotional Strategies, Foreign Markets and Export Marketing Process, Export Marketing Documentation Expected Outcome

On completion of the course, the students are expected to be familiar with the framework of international Marketing Management, different factors influencing international marketing, different entry strategies for an international marketing.

## References

1. Francis Cherunilam, International Marketing (Text and Cases), Himalaya Publishing House, 2015
2. Keiefer Lee and Steve Carter, Global Marketing Management, Oxford University Press, 2012
3. Svend Hollensen, Global Marketing, Pearson Education, 2009
4. Rakesh Mohan Joshi, International Marketing, Oxford University Press India, 2014
5. Daniels, Globalization and Business, Prentice-Hall India, 2002
6. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, Prentice-Hall of India Pvt. Ltd., 2000.
7. Isobel Doole and Robin Lowe, International Marketing Strategy, Cengage Learning EMEA, 2012
8. Subhash C. Jain, International Marketing, South-Western, 2001.
9. Warren J Keegan, Global Marketing Management, Pearson Education, 2010.
10. Philip R. Cateora, Mary C Gilly, and John L. Graham, International Marketing, McGraw Hill Education India Private Limited, 2014
11. Masaaki Kotabe and Kristiaan Helsen, Global Marketing Management, John Wiley & Sons Inc, 2014

## Units Topics

1 International Marketing: Scope of International Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Customer value and the value equation, Competitive or differential advantage, Management Orientations, MNCs and TNCs, Benefits of international marketing.

International Marketing Environment: Introduction, Political Environment, Political systems, legal and Regulatory Environment, Socio- cultural Environment, Economic Environment, Technological Environment, Challenges in Global Marketing.

2 International Market Entry Strategies Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.

International Marketing Research: Approaches to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system.

### First Internal Examination

3 International Product Policy and Planning : Products for International Markets, International Product Life-Cycle, the new Product Development, International Product Planning, Product Adoption and Standardization, Pricing for International Products ,International Market Segmentation, Influences on Marketing Plan and Budget, International Product Marketing, Marketing of Services.

4 International Promotional Strategies: Communications Process, principles of communication, Status of Promotion, Promotion Appeals, Media Selection, Personal Selling, Public Relations and Publicity, Sales Promotion, advertising, e-marketing.

### Second Internal Examination

5 Foreign Markets and Export Marketing Process Choosing appropriate mode of operations, Issues Related to Exports, processing an Export Order, Entering into export contract, Export Pricing and Costing, Export- Import (EXIM) Policy, 2015-2020.

Export Marketing Documentation: Significance of export documentation, the statutory control, declaration forms, disposal of export documentation form, major document

### Final Examination