

Name of the Subject: INTERNATIONAL MARKETING
Course Code and Subject Code: MS 412, IM
Course Credit: FULL (50 SESSIONS OF 60 MINUTES EACH)

Course Description

Organizations are easily going global and the understanding of marketing concepts only for single country is not sufficient in today’s time. The course is intended to provide a basic understanding about the various aspects of marketing activity on international front to the students. The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of International Marketing. It is aimed at making the students realize that International Marketing is a blend of multiple disciplines brought together in a systematic manner.

Evaluation pattern:

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| Class Participation and Attendance | 10% |
| Quizzes and Assignments | 20% |
| Mid Term Examination | 30% |
| End Term (University) Examination | 40% |

Pedagogy:

- Lectures
- Project
- Case Study
- Assignment

| Session | Course Content | Percentile weightage |
|---------|---|----------------------|
| 1-4 | Introduction, Challenges And Opportunities | 25% |
| 4-14 | Trade Theories And Economic Development, Trade Distortion And Market Barriers, World Market | |
| 15-24 | Environment: Political, Legal & Cultural | 20% |
| 25-30 | Consumer Behavior In The International Context & Business Customs | |

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| 31-35 | Marketing Research In The International Context : Information System, Market Analysis And Foreign Market Entry Strategies | 20% |
| 36-42 | Product Strategies: Basic, Product Planning, Branding & Packaging Decisions, Distribution Strategies & Documentation | 25% |
| 43-45 | Promotion Strategies: Personal Selling, Publicity, Sales Promotion & Advertising, Pricing Strategies, Sources Of Financing And International Money Market | 10% |
| 46-50 | Case Study | |

Text Book:

1. International Marketing – Analysis & Strategy by Sak Onkvisit, John J Shaw PHI, Latest Edition

Reference Books:

1. International Marketing, Philip R. Cateora, John L. Graham & Prashant Salwan, Tata McGraw- Hill
2. International Marketing Strategy Analysis, development and Implementation, Isobel Doole and Robin Lowe, Thomson Press Publications
3. International Marketing, Vern Terpstra and Ravi Sarathy, Thomson South Western.
4. International Business- competing in the Global Marketplace, Charles W. L. Hill, Tata McGraw- Hill