

Veer Narmad South Gujarat University
Bachelor of Business Administration
Year – III (Semester – V) (W.E.F. A.Y.2021-22)

Subject Name: International Marketing Management
(Marketing Elective Group)
Subject Code: MSE-2 506

Objectives of the course:

- To acquaint students with global environment of marketing
- To give thorough understating with regards to export, its procedure and documentation.
- To orient students with contemporary issues in international marketing

Teaching Pedagogy:

Lectures, Videos, Case Studies from real business worlds, Presentations, Quizzes

Course Content:

Unit 1: International Marketing (25%)

- International Marketing: Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G. – Approach, An overview of the International Marketing Management Process; International Marketing Environment, Various factors affecting International Marketing Environment, International Marketing vs. Domestic Marketing □
- International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances. □

Unit 2: International Marketing Mix (25%)

- **Product:** Product-Communication Strategies, Advantages and Limitations of Product Standardisation and Product Adaptation, Branding-Packaging- Labelling Decisions in International Business
- **Price:** Factors affecting International Pricing, Pricing Steps, Transfer Pricing, Various INCOTERMS–EXW,FCA,FAS,FOB,CFR, CIF,CPT,CIP,DAF,DES,DEQ,DDU,DDP □
- **Promotion:** Promotional Mix Elements
- **Distribution:** Indirect and Direct Exporting, Types of foreign Intermediaries

Unit 3: Trade Policy and Export Promotion

(20%)

- Introduction, Trade Barriers: Tariffs & Non Tariff, Export Promotion: Organizational set up, Incentives, production Assistance/facilities, Marketing Assistance, Special Economic Zones, Export Houses, Evaluation of Export Promotion Measures

Unit 4: Export Procedure and documentation

(20%)

- **Export Procedure:** Registration, Pre-Shipment, Shipment, Post-Shipment
- **Documentation:** Commercial and Regulatory

Unit 5: Foreign Direct Investments

(10%)

- Meaning, Types of FDI, Factors affecting FDI, Merits and Demerits of FDI

Suggested readings:

1. *International Business: Text and Cases - P. SubbaRao, Himaliya Publishing House.*
2. *International Business: Text and Cases - Francis Cherunilam, PHILearning.*
3. *International Business - Rakesh Mohan Joshi, Oxford University press.*
4. *International Trade and Export management - Francis Cherunilam, Himaliya Publishing House.*
5. *International Marketing – Rajendra Nargunkar, Tata Mcgrow Hill.*
6. *International Marketing: Text and Cases - Francis Cherunilam, Himaliya Publishing House.*
7. *Export Management - T.A.S. Balagopal, Himaliya Publishing House.*
8. *International Marketing management: An Indian Perspective - R. L. Varshney, B. Bhattacharya, Sultan Chand & sons.*