

**Veer Narmad South Gujarat University**  
**MSE-2: 506 - International Marketing Management**  
**(Marketing Elective Group)**

Course	506
Course Title	International Marketing Management
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course is designed specifically to integrate the core concepts of marketing management with concepts of international business and cross-cultural management.
Course Objective	<ul style="list-style-type: none"> <li>● To acquaint students with the global environment of marketing.</li> <li>● To give thorough understanding with regards to export, its procedure and documentation.</li> <li>● To orient students with contemporary issues in international marketing</li> </ul>
Course	<ul style="list-style-type: none"> <li>● Describe the nature of international marketing and its value for modern business.</li> <li>● Explain the basic concepts, principles and practices associated with international marketing management.</li> <li>● Analyse international marketing situations and make appropriate decisions.</li> <li>● Present a credible business case in a team setting.</li> </ul>
<b>Course Content</b>	
<b>Unit 1: International Marketing (25%)</b>	
<ul style="list-style-type: none"> <li>● International Marketing: Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G. - Approach, an overview of the International Marketing Management Process;</li> <li>● International Marketing Environment</li> <li>● Various factors affecting International Marketing Environment</li> <li>● International Marketing vs. Domestic Marketing,</li> <li>● International Market Segmentation and Positioning; Screening and Selection of Markets;</li> <li>● International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M &amp; A, Setting-up of Wholly Owned Subsidiaries Abroad, Strategic Alliances.</li> </ul>	
<b>Unit 2: International Marketing Mix (25%)</b>	
<ul style="list-style-type: none"> <li>● <b>Product:</b> Product-Communication Strategies, Advantages and Limitations of Product Standardisation and Product Adaptation, Branding-Packaging- Labelling Decisions in International Business</li> <li>● <b>Price:</b> Factors affecting International Pricing, Pricing Steps, Transfer Pricing, Various INCOTERMS EXW, FCA, FAS, FOB, CFR, CIF, CPT, CIP, DAF, DES, DEQ, DDU, DDP</li> <li>● <b>Promotion:</b> International Promotional Mix Elements</li> <li>● <b>Distribution:</b> Indirect and Direct Exporting, Types of foreign Intermediaries</li> </ul>	
<b>Unit 3: Trade Policy and Export Promotion (20%)</b>	
<ul style="list-style-type: none"> <li>● Introduction,</li> <li>● Trade Barriers: Tariffs &amp; Non-Tariff,</li> <li>● Export Promotion: Organizational set up, Incentives, production Assistance/facilities, Marketing Assistance, Special Economic Zones, Export Houses (Concepts),</li> </ul>	

<b>Unit 4: Export Procedure and documentation</b>	<b>(20%)</b>
<ul style="list-style-type: none"> <li>● <b>Export Procedure:</b> Registration, Pre- Shipment, Shipment, Post-Shipment</li> <li>● <b>Documentation:</b> Commercial and Regulatory</li> </ul>	
<b>Unit 5: Foreign Direct Investments</b>	<b>(10%)</b>
<ul style="list-style-type: none"> <li>● Meaning,</li> <li>● Types of FDI,</li> <li>● Factors affecting FDI,</li> <li>● Merits and Demerits of FDI</li> </ul>	

**Suggested readings:**

- International Business: Text and Cases - P. SubbaRao, Himaliya PublishingHouse.
- International Business: Text and Cases - Francis Cherunilam, PHILearning.
- International Business - Rakesh Mohan Joshi, Oxford University Press.
- International Trade and Export management - Francis Cherunilam, Himalaya PublishingHouse.
- International Marketing - RajendraNargunkar, Tata McgrowHill.
- International Marketing: Text and Cases - Francis Cherunilam, Himaliya Publishing House.
- Export Management - T.A.S. Balagopal, Himaliya PublishingHouse.
- International Marketing management: An Indian Perspective - R. L. Varshney,B.Bhattacharya, Sultan Chand &sons.