

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Global Marketing
COURSE CODE	04MB0322
COURSE CREDITS	03
COURSE DURATION	42 Hrs

COURSE OUTCOMES:

- ❖ Understand the different Cultural, political, and legal environments influencing Global Marketing.
- ❖ Analyse how global brand and products price and distribution takes place.
- ❖ Analyse how global decisions are taken related to advertising and marketing communications.
- ❖ Develop skills related to data analysis, assessing the international marketing opportunities.
- ❖ Develop international marketing strategies to enter various global markets.

COURSE CONTENTS:

Unit No	Unit / Subunit	Sessions
I	THE GLOBAL MARKETING ENVIRONMENT Introduction to Global Marketing. Trends and Challenges in Global Marketing. The Global Economic Environment. The Global Trade Environment, Global Cultures-Cross Cultural Analysis. The Political, Legal, Technological and Regulatory Environments. Pressure Groups and their impact. Buyer Behaviour - Panic Buying and Fear of Missing Out during crisis. Case study.	08
II	DEVELOPING GLOBAL MARKETING STRATEGIES Global Information Systems and Market Research, Global Market Profiling, Analysis and Selection, Segmentation, Targeting, and Positioning, Global Market-Entry Strategies. Global Marketing in a VUCA World, Global Marketing during a Pandemic. Case study.	06
III	THE GLOBAL MARKETING MIX I Product and Brand Decisions in Global Marketing, international product life cycle, Global Services Marketing, Pricing Decisions, Global Marketing Channels and Physical Distribution, Special Trade Terms in Export-Import. Case study.	12
IV	THE GLOBAL MARKETING MIX II Global Marketing Communications Decisions: Advertisement, Sales Promotion, Personal Selling, and Special Forms of Marketing Communication for the Global Markets. Sales Force Management and Negotiation. Case study.	10

V	ETHICAL & EMERGING ISSUES IN GLOBAL MARKETING Global Marketing and the Digital Revolution, Cross Border E-Commerce, Sustainable marketing, Global Strategies, Ethical and Social Responsibility Concerns. Case study.	6
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EVALUATION:

The students will be evaluated on a continuous basis broadly following the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Textbooks:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Dr. Rakesh Mohan Joshi	International Marketing	Oxford University Press	2nd Ed, 2014
T-02	Kiefer Lee and Steve Carter	Global Marketing Management	Oxford University Press	3rd Ed, 2012
T-03	Philip Cateora and John Graham and Mary Gilly	International Marketing	Mc Graw Hill Education	18th Ed, 2020
T-04	Sak Onkvisit, John J. Shaw	International Marketing: Analysis and Strategy	Routledge	5th Ed, 2009
T-05	Isobel Doole, Alexandra J. Kenyon, Robin Lowe	International Marketing Strategy: Analysis, Development and Implementation	Cengage Learning	8th Ed, 2019

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
R-01	Leonidou, L.C., Katsikeas, C.S., Samiee, S., Aykol, B. (Eds.)	Advances in Global Marketing	Springer International Publishing	1st Ed, 2018
R-02	James Agarwal, Terry Wu, (Eds.)	Emerging Issues in Global Marketing- A Shifting	Springer International Publishing	1st Ed, 2018

		Paradigm		
R-03	Atanu Adhikari and Sanjit Kumar Roy (Eds.)	Strategic Marketing Cases in Emerging Markets	Springer International Publishing	1stEd, 2017
R-04	Atanu Adhikari and Sanjit Kumar Roy (Eds.)	Instructor's Manual for Strategic Marketing Cases in Emerging Markets	Springer International Publishing	1st Ed, 2017
R-05	Florian Kohlbacher	International Marketing in the Network Economy- A Knowledge-Based Approach	Palgrave Macmillan	1st Ed, 2007