

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	5
COURSE TITLE	INTERNATIONAL MARKETING
COURSE CODE	04BB0513
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the scope and importance of international marketing.
- 2 Apprehend the problems and difficulties faced by managers in managing trade at global level.
- 3 Make student understand the importance of environment and research plays in assessing international opportunities for markets.
- 4 Understand and apply different international marketing strategies used by firms to expand business overseas.
- 5 Analyze the role and importance of global supply chain and international marketing mix.
? Develop different marketing skills require to become a manager or entrepreneur in international markets

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Overview of International Marketing: The Scope and Challenge of International Marketing,, he Dynamic Environment of International Trade.	8
2	The Cultural Environment of Global Markets: History and Geography:, The Foundations of Culture,, Cultural Dynamics in Assessing Global Markets,, Culture, Management Style, and Business Systems, The Political Environment: A Critical Concern, The International Legal Environment: Playing By the Rules.	10
3	Assessing Global Market Opportunities: International Marketing Research,, Economic Development and the World Market Overview,, Trade Blocs in International Marketing, International Market Selection	8

Contents : Unit	Topics	Contact Hours
4	Developing Global Marketing Strategies: Global Marketing Management, Planning and Organization, Products and Services for Consumers,, Products and Services for Businesses, International Marketing Channels, Integrated Marketing, Communications and International Advertising, Personal Selling and Sales Management, Pricing for International Markets	14
5	Implementing Global Marketing Strategies: Inventive Negotiations with International Customers, Partners, and Regulators.	8
Total Hours		48

Textbook :

- 1 International Marketing, Philip Cateora and John Graham and Mary Gilly, Mc-Graw-Hill Companies , 2018
- 2 International Marketing (Text and Cases), Francis Cherunilam, Himalaya Publishing House, 2018

References:

- 1 International Marketing, International Marketing, Daniel W. Baack, Barbara Czarnecka, Donald Baack, SAGE Publishing, 2018
- 2 Global Marketing, Global Marketing, Kate Gillespie, Routledge; 4 edition , 2015
- 3 International Marketing, International Marketing, nternational Marketing,Ilkka A. Ronkainen, South-Western College Pub; 10 editions (August 13, 2012, 2012
- 4 InternationalMarketing, InternationalMarketing, Subhash C. J , CengagePublications, 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 THEORY

Supplementary Resources:

- 1 <https://www.indeed.com/career-advice/career-development/market-entry-strategies>

Supplementary Resources:

- 2 https://higherlogicdownload.s3.amazonaws.com/AOM/3dd02c8c-14c7-428c-8f9e-558a340ad04d/UploadedImages/Syllabus-for-215B-Market-Entry-Strategy-3-28-19__1_.pdf
- 3 https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf
- 4 <https://www.icsi.edu/docs/webmodules/Publications/9.5%20International%20Business.pdf>
- 5 <https://www.sscasc.in/wp-content/uploads/downloads/MCOM/International-Business.pdf>