

| | |
|-----------------------|--------------------------------|
| COURSE TITLE | INTERNATIONAL MARKETING |
| COURSE CODE | 04GB0301 |
| COURSE CREDITS | 4 |

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

- 1 Define and explain key concepts and terminology related to international marketing, including market entry strategies and the global marketing environment.
- 2 Analyze and interpret cultural, economic, and political factors that influence consumer behavior in various international markets.
- 3 Apply market research techniques to assess potential markets and develop targeted marketing strategies for different global contexts.
- 4 Evaluate the effectiveness of international marketing strategies by assessing case studies and real-world scenarios, making recommendations based on their analyses.
- 5 Analyze and apply key concepts in international market research, consumer behavior, and global marketing strategies while considering legal, ethical, and sustainability factors.

Pre-requisite of course:NA

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 | Introduction to International Marketing Overview of International Marketing, Global Market Environment, International Market Entry Strategies, Cultural Influences on Marketing | 15 |
| 2 | Market Research and Analysis Conducting International Market Research , Market Selection and Segmentation, Consumer Behavior in Global Markets, Economic Factors Affecting International Marketing | 15 |
| 3 | International Marketing Mix Product Decisions, Pricing Strategies, Promotion and Communication, International Market Entry Strategies | 15 |
| 4 | Challenges and Trends in International Marketing Legal and Ethical Considerations, Emerging Markets and Globalization, Sustainability and Corporate Social Responsibility, Regulatory Environment in International Marketing | 15 |
| Total Hours | | 60 |

Textbook :

- 1 International Marketing, V. S. R. Reddy, K. C. S. Dhananjay, Himalaya Publishing House, 2022
- 2 International Marketing: A Indian Perspective, K. S. Chawla, N. K. Tiwari, Vikas Publishing House, 2023

References:

- 1 International Marketing, International Marketing, Philip R. Cateora, John L. Graham, Mary C. Gilly, McGraw-Hill Education, 2020
- 2 Global Marketing, Global Marketing, Warren J. Keegan, Mark C. Green, Pearson, 2020

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 | | | | | |
|--|------------|-------|---------|----------|----------------------------------|
| Remember / Knowledge | Understand | Apply | Analyze | Evaluate | Higher order Thinking / Creative |
| 20.00 | 30.00 | 25.00 | 15.00 | 10.00 | 0.00 |

Instructional Method:

- 1 Case-Based Learning, Flipped Classroom, Experiential Learning, Collaborative Learning

Supplementary Resources:

- 1 <https://www.coursera.org/learn/intro-international-marketing>
- 2 <https://www.classcentral.com/course/swayam-international-marketing-58474>
- 3 <https://www.classcentral.com/course/selecting-and-entering-global-markets-sc-96603>
- 4 <https://www.mygreatlearning.com/blog/free-marketing-courses-with-certificates>
- 5 <https://academy.hubspot.com/courses/inbound-marketing>