

Course Name: International Marketing
Course Code: 15MB61M3
Semester III / Year II L-T-P : 3-0-0 Credits : 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Assess various foreign markets
2. Analyze the impact of cultural, social, political and economic factors on marketing strategies
3. Determine when to use different market entry and penetration strategies
4. Examine the different skills and systems required to implement marketing strategies across country borders

SYLLABUS

International Marketing Scope and Challenge of International Marketing, The Dynamic Environment of International Trade - The Cultural Environment of Global Markets: The Foundations of Culture, Cultural Dynamics in Assessing Global Markets, Culture, Management Style, and Business Systems, The Political Environment, The International Legal Environment. Assessing Global Market Opportunities: Developing a Global Vision through Marketing Research, Economic Development and the Americas, Europe, Africa, and the Middle East, The Asia Pacific Region. Developing Global Marketing Strategies: Planning and Organization, Market-Entry Strategies, Products and Services for Consumers & Businesses, International Marketing Channels. Integrated Marketing Communications and International Advertising, Personal Selling and Sales Management, Pricing for International Markets. Implementing Global Marketing Strategies: Negotiating with International Customers, Partners, and Regulators.

RECOMMENDED TEXT BOOK

1. Philip R. Cateora, John L. Graham, and Mary Gilly International Marketing 15th edition, McGraw-Hill/Irwin., 2011.

REFERENCE BOOKS

1. Keegan: Global Marketing Management 8th Edition, Pearson Education, Delhi, 2013
2. Michael R Czincota, International marketing, 10th Edition. 2013, Cengage Learning.
3. Gerald Alburt et.al. International Marketing and Export management, 6th Edition, Prentice Hall, 2008
4. Rudolf R. Sinkovics & Pervez N. Ghauri New challenges to International Marketing, Emerald Group Publishing Limited, 1st Edition, 2009.
5. Francis Cherunilam, International Marketing, Himalaya Publications, New Delhi.