

INTERNATONAL MARKETING

Unit I

International Marketing Scope and Significance of International Marketing, International marketing environment: International Social & culture Environment, the political legal environment and regulatory environment of international marketing, Technological Environment.

Unit II

Export Marketing:, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.

Unit III

International market segmentation and targeting, selection of Markets, International Market Entry Strategies: Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Direct Investment. Entry Strategies of Indian Firms,

Unit IV

International product management: International product positioning, International product life cycle, New products in Intentional Marketing, International Marketing Channels: channels - Distribution Structures, Factors effecting Choice of Channels

Unit V

Pricing and Promotion for international Markets: Environmental influences on Pricing Decisions, Grey Market goods, Transfer pricing, Global Pricing - Global Advertising, Personal selling, Sales Promotion, Public Relations and Publicity,

Text Books:

1. Philip R. Cateora, John L. Graham, International Marketing 11/e, Tata McGraw-Hill Co. Ltd., 2002.
2. Michael R Czincota, International marketing, 8 ed. 2007, Thompson, New Delhi
3. Subhash C. Jain, International Marketing, 6/e, South-Western, 2001.

Reference Books:

1. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000.
2. Isobel Doole and Robin Lowe, International Marketing Strategy, 2/e, Thomson Learning, 2003.

3. Vern Terpstra, Ravi Sarathy, International Marketing, 8/e, Harcourt Asia Pvt. Ltd., 2001.
4. Keegan: Global marketing Management 7/e Pearson Education, Delhi, 2003
5. Francis Cherunilam, International Marketing, Himalaya Publications, New Delhi
6. Gerald Album et.al. International Marketing and Export management, Pearson, NewDelhi.