

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Fifth Year M.B.A. (SEM – X)
KS_M_M_55
International Marketing Management (Marketing Elective)

3 credit course

Objective:

The course will make the students appreciate the scope of international marketing with an understanding of international business environment. It will enable the students to take international marketing strategy decisions. It will also familiarize them with import export documentation procedure.

Module – I

[20%]

- Introduction to International Marketing
- Concept of International Marketing – Evolutionary process of international/global marketing, MNC's and their marketing orientation – EPRG, Theoretical Background of International Trade, Reason for entering international Markets, Internationalization process.
- International Marketing Environment – Economic- International Economic Integration, Trade groups
- Political – Political and economic systems, political and its management, Legal – Legal systems, legal forms of organization, Intellectual property, Counterfeiting
- Culture: Influence on verbal and nonverbal communication, consumption etc.

Module – II

[20%]

- Analyzing and targeting international Market opportunities
- International Customers & Region specific characteristics
- Segmentation – Geographic, Demographic, Psychographic etc.
- Targeting – Criteria for targeting & selection of target market strategy
- Positioning – High tech, high-touch positioning
- Analyzing Global Marketing opportunity – Trade Analysis method Analogy Methods, opportunity risk Analysis, Growth Share Matrix, Country Attractiveness – Company strength Matrix etc.

Module – III

[20%]

- Trade Distortions and Marketing Barriers – Protection, Tariff and Non-Tariff Barriers
- Market Entry Strategies
- International Marketing Research – Process, Challenges, Cross cultural Research, Equivalence, EMIC & ETIC dilemma

Module – IV**[20%]**

- International Marketing Mix Decisions
- Product Decisions : IPLC, Standardization v/s Adaptation, Packaging modification, International Competitive Posture Matrix, Product – Promotion strategies for international markets
- Pricing Decisions : Factors affecting price decisions, pricing approaches for international markets, terms of payment, countertrade, Dumping, transfer pricing, grey marketing
- Distribution Decisions – Direct and Indirect channels and its types, International Retailing
- Promotion Decisions – Factors Influencing International Communication, Tools for International Marketing Communication, role of advertising, advertising regulations, standardized international advertising

Module – V**[20%]**

- Institutional Infrastructure for Export Promotion Concept, Organizations for International trade, Institutional setup for Export promotion in India
- Overview of India's foreign trade policy(FTP)
- Export Procedures & Documentation – Pre shipment and Post shipment procedures

No of lectures in semester: Approximately 40 to 45 hours

Assignments: Minimum 3 Assignments

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- International Marketing – Analysis and strategy Sak Onkvisit and John J. Saw – Rout ledge
- International Marketing – Rakesh Mohan Joshi – Oxford University Press
- International Marketing – Philip R.Cateora, Mary C.Gilly, John L.Graham – Tata McGraw Hill
- Global Marketing Management – Warren g.Keegan – Pearson Education