### Veer Narmad South Gujarat University

#### MSE-2: 506 – International Marketing Management (Marketing Elective Group)

###### Third Year BBA(Semester5) With Effect from A.Y.2021-22

Objectives of the course:

1. To acquaint students with global environment ofmarketing
2. To give thorough understating with regards to export, its procedure and documentation.
3. To orient students with contemporary issues in internationalmarketing

Teaching Pedagogy:

Lectures, Videos, Case Studies from real business worlds, Presentations, Quizzes

**Course Content:**

**Unit 1: International Marketing (25%)**

* + International Marketing: Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G. – Approach, An overview of the International Marketing Management Process; International Marketing Environment, Various factors affecting International Marketing Environment, International Marketing vs. Domestic Marketing
	+ International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, StrategicAlliances.

**Unit 2: International Marketing Mix (25%)**

* + **Product:** Product-Communication Strategies, Advantages and Limitations of Product Standardisation and Product Adaptation, Branding-Packaging-Labelling Decisions in InternationalBusiness
	+ **Price:** Factors affecting International Pricing, Pricing Steps, Transfer Pricing, Various INCOTERMS–EXW,FCA,FAS,FOB,CFR, CIF,CPT,CIP,DAF,DES,DEQ,DDU,DDP
	+ **Promotion:** Promotional MixElements
	+ **Distribution:** Indirect and Direct Exporting, Types of foreignIntermediaries

**Unit 3: Trade Policy and Export Promotion (20%)**

* + Introduction, Trade Barriers: Tariffs &Non Tariff, Export Promotion: Organizational set up, Incentives, production Assistance/facilities, Marketing Assistance, Special Economic Zones, Export Houses, Evaluation of Export PromotionMeasures

**Unit 4: Export Procedure and documentation (20%)**

* + **Export Procedure:** Registration, Pre-Shipment, Shipment,Post-Shipment
	+ **Documentation**: Commercial andRegulatory

**Unit 5: Foreign Direct Investments (10%)**

* + Meaning, Types of FDI, Factors affecting FDI, Merits and Demerits ofFDI

Suggested readings:

1. *International Business: Text and Cases - P. SubbaRao, Himaliya PublishingHouse.*
2. *International Business: Text and Cases - Francis Cherunilam, PHILearning.*
3. *International Business - Rakesh Mohan Joshi, Oxford Universitypress.*
4. *International Trade and Export management - Francis Cherunilam, Himaliya PublishingHouse.*
5. *International Marketing – RajendraNargunkar, Tata McgrowHill.*
6. *International Marketing: Text and Cases - Francis Cherunilam, Himaliya Publishing House.*
7. *Export Management - T.A.S. Balagopal, Himaliya PublishingHouse.*
8. *International Marketing management: An Indian Perspective - R. L. Varshney, B. Bhattacharya, Sultan Chand &sons.*