|  |  |
| --- | --- |
| **BBA 613: International Marketing** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues. To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.

# Course Outcomes:

CO1. Apply the key terms, definitions, and concepts used in marketing with an international perspective.

CO2. Compare the value of developing global awareness vs. a local perspective in marketing.

CO3. Evaluate different cultural, political, and legal environments influencing international trade.

CO4. Explain the impact of global and regional influences on products and services for consumers and businesses.

CO5. Develop creative international market entry strategies.

CO6. Understand the importance of the Internet for global business.

.

**Course Content –**

**Unit - 1**

International Marketing Scope and Significance of International Marketing, the strategic importance of international marketing, Differences between international and domestic marketing. Need for international trade, trends in foreign trade.

**Unit - 2**

International market environment: International environment, International Social & culture Environment, the political legal environment and regulatory environment of international marketing. Technological Environment, Business Customs in International Market.

**Unit – 3**

International Market Entry Strategies: Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Manufacturing Strategies Without Direct Investment, Foreign Manufacturing Strategies With Direct Investment. Entry Strategies of Indian Firms.

**Unit – 4**

International product management: International product positioning, Product saturation Levels in global Market, International product life cycle, Geographic Expansion-Strategic Alternatives. New products in Intentional Marketing, Product and culture, brands in International Market.

**Unit – 5**

International Marketing Channels: channels -Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing An international Distribution Strategy Selecting Foreign Country Market intermediaries. The management of physical distribution of goods.

**Unit - 6**

Pricing and Promotion for international Markets: Environmental influences on Pricing Decisions, Grey Market goods, Transfer pricing, Global Pricing - Policy Alternatives. Global Advertising and brandy, selecting an advertising agency. Personal selling, Sales Promotion, Public Relations and Publicity, Sponsorship Promotion.

**Text and Reference Books-**

1. Philip R. Cateora, John L. Graham, International Marketing 11/e, Tata McGraw- Hill Co. Ltd., 2002.

2. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000.

3. Isobel Doole and Robin Lowe, International Marketing Strategy, 2/e, Thomson Learning, 2003.

4. Subhash C. Jain, International Marketing, 6/e, South-Western, 2001.

5. Vern Terpstra, Ravi Sarathy, International Marketing, 8/e, Harcourt Asia Pvt. Ltd., 2001.

1. Keegan: Global marketing Management 7/e Pearson Education, Delhi, 2003.