

MBA 418:INTERNATIONAL MARKETING

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives


- To develop knowledge and understanding of key issues associated with international marketing:
 1. Importance of global and international marketing.
 2. Motives to internationalization
 3. The influence of macro-environment on market selection
 4. Market entry modes
 5. Specific international issues affecting the 4Ps
 6. Financial, ethical, and organizational issues involved in international marketing
- To develop skills in researching and analyzing international marketing opportunities

Hours: 40

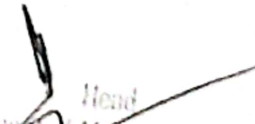
Unit I(10 Hrs): Why go global- drivers of globalization, Internationalization stages and international marketing orientation; Dynamic environment of international trade: Socio-cultural dynamics in assessing global markets, International politico-legal environments-playing by the rules, economic environments.

Unit II(10 Hrs): Assessing Global Market opportunities: Developing worldwide vision through market intelligence; Global Marketing strategies for strategic advantage; International market offerings for consumers and business: International product decisions, developing international brands, Pricing and revenue management for international market, Ensuring accessibility through international marketing channels, Educating and engaging international customers and promoting the value proposition.

Unit III(10 Hrs): Global entry and operating strategies - exporting; turnkey projects; licensing; contract manufacturing; foreign Assembly, foreign production; joint ventures; production in free areas; third country location; counter trade; strategic alliance; Trade in services.


Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)


Registrar
Invertis University
Bareilly


Head
Department of Management (MBA)
Faculty of Management
Invertis University, Bareilly (UP)

Unit IV(10 Hrs): International marketing organization - export department, subsidiary; foreign branches/offices, global organization; Multinational corporations; Trends, problems and prospects of globalization of Indian business; Negotiating with international customers, partners and regulators.

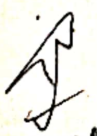
Suggested Reading:

1. International Marketing - P.K. Vasudeva, Excel
2. International Business- competing in the Global market Place- Charles W.L. Hill- TMH
3. International Marketing- Jain, Subhash., South – Western Thomson Learning
4. International Marketing- Cateura Philip and Graham John, Tata McGraw Hill

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

COURSE OUTCOMES DESCRIPTION	
CO1	<i>Ability to developed an understanding of major issues related to international marketing</i>
CO2	<i>Able to developed an understanding of major issues related to international marketing</i>
CO3	<i>Able to developed skills in researching and analyzing trends in global markets and in modern marketing practice.</i>
CO4	<i>Able to assess an organization's ability to enter and compete in international markets.</i>
CO5	<i>Able to understand challenges in global setup</i>
CO6	<i>Ability to identify and apply the knowledge of subject practically in real life situations</i>

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions


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