

## **Electives in Marketing**

**Course Name- International Marketing**

**Course Code- MS 504**

**Course Credits: 6**

**Course Objective:** The markets have now crossed the national boundaries it is has become important specially for a developing country like India. The major objective of this course is to provide an exposure to the students to the area of Marketing in the International perspective.

### **BLOCK I CONCEPTS OF INTERNATIONAL MARKETING**

**Unit I International Marketing: Concept and Process**

**Nature, Scope, Dimension, Foreign Market Entry and Benefits of IM**

**Unit II Theories of International Trade and their application in IM**

**Unit III International Marketing Environment**

**Unit IV International Market Intelligence**

**Unit V Potential Market Assessment and Entry Strategies.**

**Market Selection, Market Entry Strategy, Organizational Structure for International Business.**

### **BLOCK II INTERNATIONAL MARKETING MIX**

**Unit VI International Product Policy**

**Unit VII International Pricing strategy**

**Unit VIII Global Distribution**

**Unit IX International Branding Strategy**

**Unit X International Promotion Strategies and Packaging Policies.**

**Unit XI International Market Segmentation**

### **BLOCK III INTERNATIONAL ORGANIZATION & POLICIES**

**Unit XII International Organizations: WTO, IMF, UNCTAD, ASEAN**

**Unit XIII International Marketing Issues and Dispute Settlement Body**

**Unit XIV International Logistics and Emerging Issues**

**Unit XV Export Promotion Policies of India**

**Unit XVI SEZ and their Implications**

**Unit XVII Tariff and Non- tariff Barriers and Emerging Issues**

**Dumping International Logistics**

### **BLOCK IV INTERNATIONAL MARKETING AND FOREIGN TRADE**

**Unit XVIII India Foreign Trade Policy**

**Unit XIX India's Foreign Trade and its Composition**

**Unit XX Globalization and India - Post Liberalization, India's Competitive Advantage,**

- Unit XXI Exports Procedures and Documentation**
- Unit XXII International Sales Contract**
- Unit XXIII International Commercial Terms & Trade in Services.**
- Unit XXIV The Future of Global Marketing**

### **Suggested Readings**

1. Bhattacharya, B., "Export Marketing, Strategies for Success", Global Business Press, New Delhi.
2. India, Ministry of Commerce, "Import/Export Policy".
3. Indian Institute of Foreign Trade, "Cases in International Marketing: Indian Experience", IIFT., New Delhi.
4. Indian Institute of Foreign Trade and International Trade Centre, Geneva, "Commodity Market Surveys".
5. Johri, Lalit M., "International Marketing: Strategies for Success".
6. Varshney and Bhattacharya : International Marketing management.