

# ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

SEMESTER-VI

BBA, BBA (IT), BBA (BA), BBA(FM) & BBA (ENTREPRENEURSHIP)

INTERNATIONAL MARKETING

DSE

*w.e.f. 2020-2021 A.Y*

## SCHEME OF INSTRUCTION

Hours per Week : 5 Hrs.

Credits : 5

Instruction Mode : Lecture

Course Code : BM.07.301.22CT

## SCHEME OF EXAMINATION

Maximum Marks : 100

Internal Assessment : 40

External Examination : 60

External Exam Duration : 3 Hrs

### Course Objective:

The subject focuses on offering knowledge and expertise in the marketing business at global level and to provide exposure on marketing practices of business firms

**Course Outcomes:** On successful completion of this course, the students will be able:

CO1: To recognize the Concept and scope of International marketing

CO2: To give basic knowledge of Dynamic Environment of International marketing, International STP

CO3: To identify with the International Product, pricing, place and promotional strategies

CO4: To recognize International Market channels & Documentation required in international marketing

CO5: To give the basic knowledge on the international institutional infrastructure and documentation.

### Unit I: Introduction

The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing, International segmentation, Targeting & Positioning



## **Unit II :International Product & Pricing Policy**

Global Product – Product standardization and Adoption – Global Brands, Trademarks, Packaging and Labeling – International marketing of services – Global pricing , Export pricing ,Global Pricing strategies for international markets.

## **Unit III : International Marketing Channel Policy**

Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in International marketing – Future prospects in International marketing

## **Unit IV : International Promotional Policy**

International Promotion – Concept ,Strategies :- International advertising, International Sales Promotion ,Sales force and Their management – Other forms of promotion for global markets.

## **Unit V : International Institutional Infrastructure & Documentation**

Institutional infrastructure for export in India, Export Assistance, Introduction to Export documentation and procedures, framework, preshipment & post shipment documents.

### **Text Books:**

1. Varshney& Bhattacharya: International marketing management, Sultan Chand & Sons, Edition 9<sup>th</sup> ,2017,13 Edition
2. P.K. Vasudeva, 'International Marketing' Excel books, 2016,10 edition

### **Reference Books:**

1. Dana – Nicoleta, Laseu, 'International Marketing', Biztantra 2017.
2. R. Srinivasan, 'International Marketing' Prentice Hall India.
3. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.
4. Philip R. Cateora, John Graham, 'International Marketing', Irvine – Sage Publications, 2016.
5. Michal R. Czinkota, Illkka A. Ronkainen, 'Best Practices in International Marketing', Harcourt college Publishers, 2015.
6. Vern Terpstra, Ravi sarathy, 'International Marketing', Harcourt college publishers,2015.
7. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.
8. John Fayer Weather, 'International Marketing', Prentice Hall.



9. S.A. Sherlekar, V.S. Sherlekar, 'Global Marketing Management', Himalaya publishing House
10. SakOnkvisit, John J Shaw, ' International Marketing', Prentice Hall,2014.
11. J.M. Dewan, K.N. Sundarshan, 'International Marketing Management', Discovery publishing house,2014