

INTERNATIONAL MARKETING MANAGEMENT

Subject Code	: 14MBA MM412	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

- To introduce students to the international marketing management process, design and theories
- To develop skills relating to the design of international marketing strategy.
- To familiarize the essential ingredients of developing international marketing strategy
- To provide basic knowledge about export – import business and countrywide implications

Module I

(8 hours)

International Marketing – Definition and Scope – Reasons and Motivations – Global Vs Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India's foreign trade: an overview – Institutional framework for exports in India.

Module II

(8 hours)

International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter's Diamond Theory- Managerial Implications

Global marketing environment – cultural Environment Political and Legal Environment Economic Environment.- Modes of entry in to foreign business

Module III

(8 hours)

India's Export – Import policy – procedure and Documentation - INCO terms - balance of trade and payments

Module IV

(8 hours)

International Product Policy and Planning – Pricing for exports and logistics – International Promotion: Advertising, other forms & Sales force – Selection of Channels and Distribution.

Module V (8 hours)
International Market selection – International Marketing Research – International marketing Planning and control.

Module VI (8 hours)
International product decisions- International pricing decisions-International promotional decisions-Evaluation of international marketing performance-coordination of international marketing performance

Module VII (8 hours)
International distribution strategy: International Channels – Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision – International Retailing – Role of Logistics

Practical Component:

- You are required to develop a comprehensive international Marketing plan in this group project. Form groups of 4 members and follow the steps discussed below.
- Pick a leading company-product combination of your choice.
- Decide upon a country where your company-product combination will be marketed. The country selection decision would involve making a non-trivial comparison of the international marketing opportunities in at least two (or more) countries of the world where the chosen company currently does not have operations.
- Select the best method of entry for doing business in this country and decide on the relevant market segments to target in the selected country and overall marketing approach.
- Finally, develop a comprehensive international marketing plan and discuss upon decisions related to the 4Ps of marketing.
- Review detailed guidelines for developing an international marketing plan
- Analyse international marketing environment to understand opportunities and threats that a company underlying the behaviors of international consumers and business associates.
- Conduct international marketing research to generate information on consumers, competitors and other aspects of the international marketing environment.
- Select countries for international expansion and an appropriate method of entry for international markets ranging from indirect export to joint venture to foreign direct investment.


- Market segmentation, targeting, and positioning strategy for international markets
- Collect data to study globalization versus adaptation of marketing mix for international markets including product, pricing, distribution and promotion decisions.
- Dealing with international associates, employees and partners including topics such as international business negotiations, personal management etc.

RECOMMENDED BOOKS:

- International marketing Management – An Indian Perspective, Varshney and Bhattacharya, Sultan Chand & Sons, New Delhi.
- Global Marketing Management, Keegan, Prentice Hall of India, New Delhi.
- International Marketing, Philip Cateora and John Graham, Tata Mc Graw Hill, New Delhi.
- Export Management, D.C.Kapoor, Vikas Publishing House, New Delhi.

REFERENCE BOOKS:

- Essentials of International Marketing, Donald L. Brady, 1st Edition, Jaico Publishing House, 2011
- Export: What, Where, How, Para Ram, Anupam Publishers, Delhi.


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