

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:

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

Module 1: (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 2: (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 3: (8 hours)

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

Module 4: (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 5: (8 hours)

International Market selection – International Marketing Research – International marketing Planning and control.

Module 6: (8 hours)

International product decisions- International pricing decisions-International promotional decisions-Evaluation of international marketing performance- coordination of international marketing performance

Module 7: (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.

1. Pick a leading company-product combination of your choice.
2. 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.
3. 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.
4. Finally, develop a comprehensive international marketing plan and discuss upon decisions related to the 4Ps of marketing.
5. Review detailed guidelines for developing an international marketing plan
6. Analyse international marketing environment to understand opportunities and threats that a company underlying the behaviors of international consumers and business associates.
7. Conduct international marketing research to generate information on consumers, competitors and other aspects of the international marketing environment.
8. 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.
9. Market segmentation, targeting, and positioning strategy for international markets
10. Collect data to study globalization versus adaptation of marketing mix for international markets including product, pricing, distribution and promotion decisions.
11. Dealing with international associates, employees and partners including topics such as international business negotiations, personal management etc.

RECOMMENDED BOOKS:

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

REFERENCE BOOKS:

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