

# INTERNATIONAL MARKETING MANAGEMENT

Semester	IV	CIE Marks	: 40
Course Code	18MBAMM406	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

## Course Objectives:

1. To introduce students to the international marketing management process, design and theories
2. To develop skills relating to international trade.
3. To familiarize the steps involved in import export documentation.

## Unit1:

**International marketing:** Definition – scope and challenges, Reasons and Motivations, Concepts related to the management of international marketing function, differences between international marketing and domestic marketing – transition from domestic to international markets - World Trade and India's foreign trade: an overview.

## Unit2:

**International Trade Theories and Market research:** International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter's Diamond Theory- Managerial Implications. Developing a global vision through market research : Breadth and scope of international marketing research , problems in availability and use of secondary data, problems in gathering primary data , multi cultural research – a special problem , research on internet – a new opportunity , estimating market demand, responsibility for conducting marketing research, communicating with decision makers. Identifying foreign markets – classification based on demand , based on the stage of development , other basis for division of world markets.

## Unit 3: Global marketing management

**Planning and organization:** Global perspective – global gateways – global marketing management – an old debate and a new view – planning for global markets – alternative market entry strategies – organizing for global competition. Global marketing environment – cultural Environment Political and Legal Environment, Economic Environment- Modes of entry in to foreign business.

#### Unit-4: International Product Policy

**International Product Policy** - Products and services for consumers: Quality - green marketing and product development, products and culture - analyzing product components for adaptation - products for consumers in global markets, product development, product adaptation, product standardization, cross country segmentation, Product life cycle in International Marketing, International Packaging, Product and services for businesses, Demand in global business to business markets- Quality and global standards - business services - tradeshows crucial part of business to business marketing - relationship markets in business to business context.

#### Module 5

**International Pricing, Promotion and distribution decision.**

**Pricing decision:** global pricing frame work, pricing basics, marginal cost pricing and its importance. Transfer pricing, counter trade, systems pricing, pricing and positioning price quotation-INCOTERMS.

**Promotion decision:** International Advertising, Sales promotion in International, direct mailing, personal selling, exhibition - generic promotion in international marketing.

**Global Distribution decision** - Introduction, distribution as competitive advantage, rationalizing local channels, global channel design, Channel alternatives - Importance of Channel decision - Factors influencing the Channel decision - Channel Selection decision.

#### Unit-6 India's foreign trade

**Import policy** - procedure and Documentation - balance of trade and payments, Institutional infrastructure for exports promotions in India- India's trade policy- export assistance- exports documentation and procedures including different stages of documentations.

**International Retailing.**

International expansion of retailers - International retailing defined - retail format - variations in different markets - general merchandise at Retailing - issues in international retailing.

#### COURSE OUTCOMES:

student should be able to

1. Be aware of the differences between domestic marketing and international marketing.
2. Draft international marketing Strategies.
3. Note down the import export documentation.

#### RECOMMENDED BOOKS

- International Marketing - Catero, Graham, 15/e, TMH, 2012.
- International Marketing - Varshney, Bhattacharya - S Chand.
- Global marketing management- Warren J Keegan, 7/e, person.

#### REFERENCE BOOKS:

- International marketing: analysis and strategy - Sak Onkvisit, Johnshaw, 4/e Huzantra.
- International marketing: Rakesh mohan Joshi, Oxford, 2004.
- International marketing: Michael Cinkola, Jilka A. Ronkainen, cenage Learning.

#### CO-PO MAPPING:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			X
CO3			X		

  
DEAN

Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR - 574 225