

## Marketing (Elective V)

### Course Title: Global Marketing Management

Course Code	: 17BA4T3MA	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: II year/II semester	Tutorial Periods	: 2

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#### Learning Objectives

This course seeks:

1. To provide an understanding of the scope and function of global marketing theory and practice.
2. To Increase knowledge and skills to help in developing international market entry strategies.
3. To develop skills related to the analysis of international marketing data, in particular the use of secondary data in assessing the international marketing opportunities.

#### Course Outcomes

At the end of this course, students will be able to:

1. Identify and analyse opportunities within international marketing environments.
2. Explain the impact of global and regional influences on products and services for consumers and businesses.
3. Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).
4. Develop creative international market entry strategies.
5. Select and apply current technologies and regulations of EXIM policies to support an organization's integrative trade initiatives.

**Unit 1- International Marketing:** Scope and significance of International Marketing - Difference between International and Domestic Marketing - Need for International Trade- Trends in Foreign Trade - International Market Environment factors and Regulatory Environment of International Marketing - Technological Environment- Business Customs in international Market.

**Unit 2- Targeting International Market Opportunities and Market Entry Strategies:** Regional Market Characteristics- Marketing in Transitional Economies and third world countries - Market Entry Strategies- Indirect Exporting - Domestic Purchasing - Direct Exporting - Foreign Manufacturing and Franchising strategies - Entry strategies of new firms.

**Unit 3- International Product Management and Pricing:** International market segmentation, targeting and product positioning, International Product Life Cycle - New Products and Brands in International Markets. International Pricing Policy: Introduction, Price and

Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion. Global Pricing – Policy alternatives.

**Unit 4- Promotion for International Markets and International Marketing Channels:** Channels – Distribution Structures, Distribution Patterns, Challenges in managing an International Distribution Strategy - Selecting foreign country market intermediaries and physical distribution of goods.

**Unit 5- Foreign Markets and Export Marketing Process:** Export Pricing and Costing, Export-Import (EXIM) Policy of India, 2015-2020. Export Marketing Documentation and procedure: Introduction - Significance of export documentation.

**Case Study:** Compulsory. Relevant cases have to be discussed in each unit.

### **Reference Books**

1. Aryasri A.R., “International marketing”, Student Helpline Publishing Housing (P) Ltd.
2. Czinkota, “International Marketing”, Cengage Learning, New Delhi, 2009.
3. Philip R. Cateora, John L. Graham, “International Marketing” 11/e, Tata McGraw-Hill Co. Ltd., 2002
4. Jean Pierre Jeannet, “Global Marketing Strategies”, Jaico Publishing House, New Delhi.
5. Jeffrey Edmund Curry: “International Marketing”, Unversity Science Press, New Delhi, 2010.
6. Kotabe, Peloso, “International Marketing”, Wiley India, New Delhi, 2008.
7. Mathur U.C., “International Marketing Management”, Sage Publications, New Delhi 2008.
8. Raja Gopal, “International Marketing”, Vikas Publishing House, New Delhi, 2009.
9. SakOnkvisit, “International Marketing”, Routledge Publications, New Delhi, 2009.
10. Srinivasan R., “International Marketing”, Prentice-Hall of India Pvt. Ltd., 2010.
11. Sunil Gupta, “International Marketing”, Kalyani Publishers, New Delhi, 2009.