

Branch Name:	Management
Program Code:	MS301
Course Title:	International Marketing Management
Course Code:	1MS3010783
Pre-requisite Course:	

Course Objectives:

1. The course aims at exposing the students to the global business activities, marketing in international business and global forces transforming the international business today.
2. The course would develop a general perspective about managing international business both in operational as well as strategic context.
3. Learn to critically analyze and evaluate local versus global perspectives in developing marketing plans and to make decisions about which aspects of marketing to localize and which to globalize in developing marketing plans

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	60	40	00	00	100

Syllabus:

Module No	Topic	Total Hours	Weightage (%)
1	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.	12	25%
2	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	12	25%
3	India's Export, Pricing and Promotion Import policy – procedure and Documentation - INCO terms - balance of trade and payments International pricing decisions-International promotional decisions- Evaluation of international marketing performance- coordination of international marketing performance	12	25%
4	International Product Policy and Planning Need for product planning, Product adaptation, Product Standardization, Cross country segmentation, Product life cycle in International Marketing, International Packaging, International Market selection – International Marketing Research – International marketing Planning and control.	12	25%

Text Books:

Daniels & Lee, International Business Keegan, Global Marketing

Reference Books:

Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva
Czinkota, International Business Khurana PK, Export Marketing

Course Learning Outcomes (CLO):

1. Develop an understanding of and an appreciation for basic international marketing concepts, theories, principles, and terminology.
2. Be able to demonstrate an awareness and knowledge of the impact of environmental factors (cultural, economic, institutional, legal and political) on international marketing activities.
3. Be capable of identifying international customers through conducting marketing research and developing cross-border segmentation and positioning strategies.
4. Explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps).
5. Be capable of developing a global marketing strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.
6. Be able to apply an integrated understanding of the course material by conducting an analysis of international marketing issues in relevant case studies and current events identifying factors that contribute to the challenges faced by marketers internationally, and developing corresponding solution options based on multiple perspectives

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes(POs)												Program Specific Outcomes(PSOs)			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CLO1	H			H			H	M								
CLO2	H		M		M	H										
CLO3				H			H	M								
CLO4	H		H	H												
CLO5	H						H								M	
CLO6	H				M		H									

H:High, M:Medium, L:Low