

Branch Name:	Management (International Business)
Program Code:	MS301
Course Title:	International Marketing Management
Course Code:	2MS3010783T
Pre-requisite Course:	Marketing Management, Branding, Promotion, Consumer Behaviour

Course Objectives:

1. The course aims at exposing the students to marketing in international business and global forces transforming the international business today.
2. The course would develop a general perspective about managing marketing in 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	-	-	4	60	40	-	-	100

Course Contents:

Sr. 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.	10	20%
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	10	20%
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	10	20%
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.	10	20%
5	Contemporary Issues like Global branding and localization, digital marketing and social media, data privacy and regulatory compliance, cross-culture marketing and diversity, etc.	8	20%

Text Books:

Reference Books and Magazine:

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

List of Open-Source Software/learning website:

1. <https://nptel.ac.in/>
2. <https://swayam.gov.in/>

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the Fundamentals of International Marketing	Understand
CLO2	Apply International Trade Theories to Global Marketing	Apply
CLO3	Analyze International Trade, Pricing, and Promotional Strategies	Analyze
CLO4	Develop and Manage International Product Strategies	Create
CLO5	Evaluate Contemporary Issues in International Marketing	Evaluate
CLO6	Make Strategic Marketing Decisions in a Global Context	Create

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	PSO1	PSO2
CLO1	H						H		H	H
CLO2	H	H	H						M	
CLO3		H	M				H		H	H
CLO4	H		H			H			M	H
CLO5				H	H		M		H	
CLO6		H	H					H		H

H: High, M: Medium, L: Low
