MARRI LAXMAN REDDY
INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(AN AUTONOMOUS INSTITUTION)
(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)
Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act,1956

COURSE CONTENT

INTERNATIONAL MARKETING								
IV Semester: MBA								
Course Code	**Category**	**Hours/Week**			**Credits**	**Maximum Marks**		
		L	**T**	**P**	**C**	**CIE**	**SEE**	**Total**
25MB026M4	**CORE**	4	0	0	4	40	60	100
Contact Classes:60	**Tutorial Classes:** Nil	**Practical Classes:** Nil				**Total Classes:** 60		
Prerequisite:-Basic Concepts of Marketing Management								

COURSE OVERVIEW:

Understand the dynamics of global markets and international trade. Learn how international marketing differs from domestic marketing. Study global environmental factors and their influence on marketing decisions. Analyse the behaviour of global consumers and global market opportunities. Formulate and implement international marketing strategies including export procedures.

COURSE OBJECTIVES:

- To enable understanding of Global Markets, Markets, formulation of Global Marketing Strategies and its Implementation.
- To impart knowledge of Global Environmental Drivers.
- To elucidate various aspects in global customers.
- To help identify the various aspects in global marketing.
- To highlight the impact of Implementing Global marketing strategies.

COURSE OUTCOMES: After completion of the course, students should be able to

1. Understand the Global Marketing Management
2. Learn the relevance of WTO, EXIM Policy.
3. Learn various influences of Global Consumer
4. Understand the relevance of International Marketing Mix, distribution promotion strategies.
5. Identify the need for E-Marketing channels.

Unit - I : Introduction to International Marketing: Nature, Importance, Features and Scope of International Marketing, Comparison of Domestic and International Marketing, Environment and Sustainability, Opportunities and Challenges in International Marketing, Stages of International Marketing Involvement, Motivating Factors of International Marketing, Reasons and Strategies of Internationalization

Unit–II : Global Environmental Drivers: WTO and Globalization, Types of External Environments: Political, Economic, Social, Technological, Environmental and Legal. EXIM Policy of India. International Trade and its Barriers, Trade in Goods & Services, Regional Integration and Multi-lateral Trade Agreements

Unit–III: Global Customers: Drivers of the Global Consumers, Influences on the Global Consumer, Industrial Buyer, Government Buyer, International Marketing Research: Opportunity Analysis, Country (Market) Selection, Assessing International Market Size and Sales Potential. Government Policies of Target Markets, SWOT Analysis of Target Markets, Global Market Entry Modes and Strategies, Opportunities and Challenges of Entry Modes. Digital Revolution & Global E-Commerce

Unit–IV: Global Marketing: Globalization Drivers: Market, Cost, Environmental, Competitive Factors. International Marketing Mix, Developing the Global Marketing Program, Segmentation of Products and Services, Distributors & Channels, Direct & Indirect Marketing Channels. Promotion Strategies, Pricing Strategies, Factors influencing Pricing Decisions, Concept of International Product Life Cycle.

Unit–V: Implementing Global Marketing Strategies: Negotiation with Customers and Selection Method, Cultural and International Negotiations, E-Marketing Channels Organization, Implementing Global Marketing Program, Export Documentation, Export Procedures, Steps in processing an Export Order.

TEXT BOOKS:

- Michael R. Czinkota, Ilkka A. Ronkainen, International Marketing, Cengage,10e, 2017.
- Justin Paul, Ramneek Kapoor, International Marketing: Text and Cases, TMH, 2e,2012.
- Prateek Maheshwari, International Marketing, Wiley,8e, 2017.

REFERENCE BOOKS:

- Philip R. Cateora John L Graham Prashant Salwan, International Marketing TMH,13e, 2011.
- Warren J. Keegan, Mark C. Green, Global Marketing, Pearson,7e 2013
- Daniel Baack, Barbara Czarnecka, Donal Baack, International Marketing, 2e, Sage, 2019.
- P.K. Vasudeva, International Marketing, 4th edition, Excel Books, 2012.

ELECTRONIC RESOURCES:

1. https://www.youtube.com/watch?v=dLQHbxSX8fg
2. https://www.youtube.com/watch?v=Cqb3SGF4mJM&list=PLeUIXA68NobVzitVj4CcdUZAU_ZxmeVFK&index=2
3. https://www.youtube.com/watch?v=o7fQcat0&list=PLeUIXA68NobVzitVj4CcdUZAU_ZxmeVFK&index=7
4. https://www.youtube.com/watch?v=a7ULKWerRc&list=PLeUIXA68NobVzitVj4CcdUZAU_ZxmeVFK&index=16

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos