



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								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA025M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Marketing								

COURSE OVERVIEW:

International Marketing introduces the principles and practices of marketing across global markets. It covers the importance of international trade, global environmental factors, consumer behavior, and market entry strategies. The course also focuses on developing and implementing global marketing mix strategies, including product, pricing, promotion, and distribution. It highlights the role of institutions like the World Trade Organization (WTO) and prepares students to handle cross-cultural challenges, export procedures, and global business operations effectively.

COURSE OBJECTIVES:

- To understand the concepts and scope of international marketing.
- To analyze global environmental factors and the role of institutions like the World Trade Organization (WTO).
- To study global consumer behavior and cultural influences.
- To identify international market opportunities and appropriate entry strategies.
- To develop and implement effective global marketing mix strategies.

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

1. Evaluate international marketing principles through comparison of domestic and global practices, and analysis of entry and expansion strategies.
2. Analyze global environmental factors and trade frameworks that influence international marketing strategies.
3. Explore global markets through investigation of consumer behavior, cultural influences, regional strengths & weaknesses, entry strategies and international business challenges.
4. Analyze global marketing strategies through examination of segmentation, product positioning, pricing, distribution channels, promotional approaches and the influence of globalization drivers on the marketing mix.
5. Design effective global marketing strategies through cross-cultural negotiation, organization

of e-marketing channels, management of export procedures and application of current international trade amendments.

UNIT-I INTRODUCTION TO INTERNATIONAL MARKETING

Environment and Sustainability, Scope, Importance of World Trade, Features, Opportunities and Challenges in International Marketing, Comparison of Domestic with International Marketing, Stages of International Marketing, Motivating Factors of International Marketing, Internationalization — Reasons and Strategies.

UNIT-II GLOBAL ENVIRONMENTAL DRIVERS

WTO and Globalization: Issues, Types, Political, Economic, Social, Legal and Technological Environments, EXIM Policy, International Trade and its barriers, trade in Goods & Services, International Trade Agreements.

UNIT-III GLOBAL CUSTOMERS

Drivers of Global Consumers, Influences of the Global Consumer: Role of Culture, Elements, Social Factors, Situational Factors, Industrial Buyer, Government Buyer, International Marketing Research: Opportunity Analysis, Market Selection, Assessing Market Size and Sales Potential, Government Policies of Target Markets, SWOT Analysis of Target Markets, Global Market Entry Modes — Strategies, Problems and Challenges.

UNIT-IV GLOBAL MARKETING

Globalization Drivers: Market, Cost, Environmental, Competitive Factors, International Marketing Mix, Developing the Global Marketing Program, Segmentation of product & services, Marketing channels and Distribution 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 & controlling of the global marketing programme, Export Documentation, Export Procedures, Steps in processing an Export Order. Latest Amendments in

TEXT BOOKS:

1. Philip R. Cateora, John L. Graham & Mary C. Gilly – International Marketing
2. Rakesh Mohan Joshi – International Marketing
3. Vyuptakesh Sharan – International Marketing: Concepts, Environment and Strategy
4. Rajagopal — International Marketing, Vikas, 2nd Edition, 2011
5. Kiefer Lee, Steve Carter-Global Marketing Management-3rd edition-Oxford, 2011

REFERENCE BOOKS:

1. Michael R. Czinkota, Ilkka A. Ronkainen, — International Marketing, Cengage publications, 10th Edition, 2017
2. Justin Paul, Ramneek Kapoor, International Marketing: Text and Cases, TMH, 2nd Edition, 2012
3. Philip R. Cateora John L. Graham Prashant Salwan, International Marketing, TMH, 13th edition, 2011
4. Svend Hollensen, Madhumita Benerjee, — Global Marketing, Pearson, 4th Edition, 2010

ELECTRONIC RESOURCES:

1. Official website of World Trade Organization (WTO) – <https://www.wto.org>
2. Directorate General of Foreign Trade (DGFT), Government of India – <https://www.dgft.gov.in>
3. Export-Import Bank of India – <https://www.eximbankindia.in>
4. International Trade Centre (ITC) – <https://www.intracen.org>
5. UN Trade Statistics – <https://comtrade.un.org>
6. World Bank Data on International Trade – <https://data.worldbank.org>

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

