



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 | | |
| 22MBA025M | Professional Elective | L | T | P | C | CIE | SEE | Total |
| | | 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:

This course provides an understanding of marketing in the global business environment and the importance of international trade. It explains the concept, scope, opportunities, and challenges of international marketing along with the factors that motivate firms to enter global markets. The course also examines global environmental factors, trade policies, market research, and market entry strategies used by international companies. It discusses the development of global marketing strategies, marketing mix decisions, pricing, and product life cycle in international markets. Finally, the course focuses on implementation of global marketing strategies, export procedures, documentation, and recent developments in international markets.

COURSE OBJECTIVES:

- To understand the concept, scope, and importance of international marketing and global trade.
- To analyze the global business environment and international trade policies affecting marketing decisions.
- To study international market research, market selection, and global market entry strategies.
- To understand the international marketing mix, pricing strategies, and product life cycle in global markets.
- To examine the implementation of global marketing strategies, export procedures, and documentation in international trade.

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., 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 International markets

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:

- Michael R. Czinkota, Ilkka A. Ronkainen, “International Marketing”, Cengage publications, 10th Edition, 2017
- Justin Paul, Ramneek Kapoor,” International Marketing”: Text and Cases, TMH, 2nd Edition, 2012
- Philip R. Cateora John L Graham Prashant Salwan,” International Marketing”,TMH, 13th edition, 2011
- Svend Hollensen, Madhumita Benerjee, “Global Marketing” , Pearson, 4th Edition, 2010
- Rajagopal “International Marketing”, Vikas, 2nd Edition, 2011
- Kiefer Lee, Steve Carter-Global Marketing Management-3rdedition-Oxford,2011

ELECTRONIC RESOURCES:

1. <http://www.marketingteacher.com>
2. <http://www.ebsglobal.net/EBS/media/EBS/pdf>
3. https://www.sloanreview.mit.edu/article/the_internet.com
4. <http://www.books.google.co.in/books/about/international>

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

