



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		
24MB024M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Marketing								

COURSE OVERVIEW:

The International Marketing course focuses on understanding marketing activities in the global business environment. It explains how organizations expand beyond domestic markets and operate in international markets influenced by economic, political, cultural, technological, and legal factors. The course introduces the importance of global trade, international marketing strategies, and the process of entering foreign markets. It also discusses global consumer behavior, international marketing research, and market entry modes.

Students will learn about global marketing mix decisions including product, pricing, promotion, and distribution strategies in different countries. The course also highlights export procedures, export documentation, and negotiation strategies in international business. Overall, the course helps students develop knowledge about planning, implementing, and controlling global marketing programs in the context of globalization and international trade.

COURSE OBJECTIVES:

- To understand the concepts, scope, and importance of international marketing and the role of global trade in economic development.
- To analyze global environmental factors such as political, economic, social, technological, and legal environments influencing international marketing.
- To study global consumer behavior and international marketing research for identifying opportunities and selecting suitable target markets.
- To examine global marketing strategies and the international marketing mix, including product, pricing, promotion, and distribution decisions.
- To understand export procedures, export documentation, and implementation of global marketing strategies in international markets.

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. 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 International markets

TEXT 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, 2 nd

Edition, 2012

3. Philip R. Cateora John L Graham Prashant Salwan,” International Marketing”,TMH, 13th edition, 2011

REFERENCE BOOKS:

1. Svend Hollensen, Madhumita Benerjee, “Global Marketing” , Pearson, 4th Edition, 2010
2. Rajagopal “International Marketing”, Vikas, 2nd Edition, 2011
3. Kiefer Lee, Steve Carter-Global Marketing Management-3rdedition-Oxford,2011

E-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



