

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

CERTIFICATE COURSE

INTERNATIONAL MARKETING

(2006-07)

PAPER – 1 INTERNATIONAL MARKETING :

Trends in international trade, Global sourcing and Production sharing , Growing Economic power of developing countries international Marketing reasons for / Motive of international marketing special problem of international marketing . International markets Vs Domestic Market. Objective of International Business .

International orientations, Internationalization stages international marketing decisions scope of marketing Indian Products abroad.

PAPER – 2 INTERNATIONAL PRICING

Exporter cost pricing objective factors affecting pricing .Pricing method/ Approaches Transfer Pricing Dumping steps in Pricing. Elements of export price Structure export price quotations and incoterms information requirement for export pricing.

PAPER – 3 INTERNATIONAL DISTRIBUTION :

International channel systems direct export indirect export type of intermediaries factors influencing channel selection international logistics components logistics management.

PAPER – 4 EXPORTS PROCEDURE AND DOCUMENTS :

Preliminaries inquiry and offer confirmations of offer exports licenses finance Production / procurement of good, shipping space, packing and marketing , quality control and preshipment inspection excises clearance custom formalities, insurance shipping the goods negotiation of documents, preshipments documents, documents related to goods, documents related to shipments. Foreign Trade Organization and Export promotion in India Visit to E.O.U. unit and Reprot.

REFERENCE :

1. Peter F. Druker managing for the future.
2. Edward W. Davis, Global out sourcing . Have US Managers thrown the baby out with the bath water.
3. Peter F. Druker managing in turbulent times. (New Delhi : Allied Publishers 1981)
4. L.S. Walsh International Marketing.
5. Rajivlal, Multinational from the third world India firms inverting abroad (Bombay oxford University Press)
6. Warren J. Keegan, Global Marketing Management (New Delhi Prentice Hall of India Pvt. Ltd.)
7. Philip Kotler Principal of Marketing (New Delhi Prentice Hall of India Pvt. Ltd.)
8. Philip Kotler Principal of Marketing .
9. Gordon E. Miracle and Gerald S. Albin International Marketing Management (Home wood Richard D. Irwing Inc.)
10. John Fayrweather, International Marketing (New Jersey Prentice Hall of India)
11. International Marketing (Including export management) Francis cherunilam Himalaya publishing House.
12. International Trade and Import Management By Francis Cherunilam Published by Himalaya Publishing House.