

VEER NARMAD SOUTH GUJRAT UNIVERSITY SURAT

M.COM- PART- I (2005-06)

INTERNATIONAL MARKETING PAPER- III

Objective

The objective of this course is to expose students to the conceptual framework of international marketing management.

Course Inputs:

- 1. Introduction to International Marketing:** (20)
Nature and significance; Complexities in international marketing; Transition from domestic to transnational marketing; International market orientation-EPRG framework; Ethical and Social issues.
- 2. International Marketing Environment :** (20)
Internal environment; External environment- geographical, demographic, economic, socio-cultural, political and legal environment; impact of environment on international marketing decisions. Information technology, impact of globalization; WTO
- 3. Foreign Market Selection :** (10)
Global market segmentation; selection of foreign markets, International positioning and market entry strategies.
- 4. Product Decisions :** (10)
Product planning for global markets, Standardization vs. Product adaptation, New product development; Management of international brands.
- 5. International Pricing and Promotion Decisions :** (20)
Environmental influences on pricing decisions, international pricing policies and strategies; Complexities and Issues; International advertising, Sales promotion and public relations.
- 6. Distribution and Logistics :** (10)
Selection of Foreign distributors/ agents and managing relations with them, International logistics decisions.
- 7. International Marketing Planning, Organising and Control :** (10)
Issues in international marketing planning; International marketing information system, Organising and Controlling, International marketing operations.

References:

Czinkota, M.R.; International Marketing, Dryden Press, Boston.

Fayerweather, John; International Marketing, Prentice Hall, New Delhi.

Jain, S.C: International Marketing, CBS Publications, New Delhi.

Keegan, Warren J.: Global Marketing Management, Prentice Hall, New Delhi.

Onkvisit, Sak and John J.Shaw : International Marketing, Analysis and Strategies, Prentice Hall, New Delhi.

Paliwoda, S.J. (ED) : International Marketing, Reader, Routledge, London.

Paliwoda, Stanely J : The Essence of International Marketing, Prentice Hall, New Delhi.

Sarathy, R and V Terpostra : International Marketing, Dryden Press, Boston.