

**BC 3.72 INTERNATIONAL MARKETING**

**SEMESTER V**

**TYB.COM HONOURS**

**COMMENCING FROM THE YEAR 2013-2014.**

**Objective**

This course aims at acquainting student with the operations of marketing in international environment.

**Course Content**

**Unit 1-- International Marketing, Nature, definition, and scope of international marketing, Domestic marketing vs. international marketing; international marketing environment ---internal and external. (15%)**

**Unit 2 – Identifying and Selecting Foreign market, Foreign market entry mode decisions. (25%)**

**Unit 3 – Product Planning for international market, Product designing, Standardization vs adaptation, Branding , and packaging, Labeling and quality issues, After sales service. (30%)**

**Unit 4 – International Pricing: Factors influencing international price, Pricing process – process and methods, International price quotations and payment terms. (30%)**

**Suggested Reading**

1. Bhattacharya R. L and Varshney B: International Marketing Management ; Sultan Chand , New Delhi.
2. Bhattacharya B : Export Marketing Strategies for Success; Global Press, New Delhi.
3. Keegan W. J. : Multinational Marketing Management; Prentice Hal, New Delhi.
4. Philip Kotler : Principles of Marketing; Prentice Hall, New Delhi.
5. Francis Chernunilam : International Marketing, Himalaya Publication, New Delhi

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**BC 3.72 INTERNATIONAL MARKETING**

**SEMESTER VI**

**TYB.COM HONOURS**

**COMMENCING FROM THE YEAR 2013-2014.**

**Objective**

This course aims at acquainting student with the operations of marketing in international environment.

**Course Content**

**Unit 1 – Promotion of Product / Services Abroad, Methods of international promotion, Direct mail and sales literature, Advertising, Personal selling, Trade fairs and exhibitions. (35%)**

**Unit 2 – International Distribution : Distribution channels and logistics decisions, selection and appointment of foreign sales agent. (30%)**

**Unit 3 – Export Policy and Practices in India: Exim Policy – an overview; Trends in India`s foreign trade, Steps in starting an export business, Product selection, Market selection, Export pricing, Export Finance, Documentation, Export procedures, Export assistance and incentives. (35%)**

**Suggested Readings**

1. Taggart J H and Moder Mott M C : The Essence of International Business; Prentice Hall , New Delhi.
2. Philip Kotler : Principles of Marketing; Prentice Hall, New Delhi.
3. Francis Chernunilam : International Marketing, Himalaya Publication, New Delhi.
4. Paliwala, Stanley J : The Essence of International Business; Prentice Hall , New Delhi.
5. Fayer Weather John : International Marketing; Prentice Hall, NJ.

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