

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT  
SYLLABUS FOR M.COM PART-1 (Annual) ✓  
INTERNATIONAL MARKETING-3  
W.E.F FROM 2020-21

- 1) INTERNATIONAL MARKETING: (10)
- . Meaning
  - . Reasons for companies going global
  - . Which markets to enter
  - . Differences among countries
  - . Mode of entry in foreign market
  - . International market strategy
  - . Global brand
  - . Multinational companies from developing countries
- 2) PRODUCT POLICY AND PLANNING (15)
- . Meaning of product
  - . International product planning
  - . Product design strategy: standardization and customization
  - . Developing an international product line
  - . Foreign product diversification
  - . International packaging
  - . International warranties and trademarks
- 3) INTERNATIONAL PRICING: (15)
- . Factors affecting pricing
  - . Aspects of international price setting
  - . Transfer pricing
  - . Handling interdivisional conflicts
  - . Dumping
  - . Meeting the import challenge
  - . leasing
- 4) INTERNATIONAL CHANNELS OF DISTRIBUTION: (10)
- . Perspectives of international distribution channels
  - . International channel members
  - . Channel management
  - . Wholeselling and retailing in foreign environment
  - . International franchising
  - . International physical distribution
- 5) INTERNATIONAL MARKETING RESEARCH: (10)
- . Framework for international marketing research
  - . Information requirements of international marketers
  - . Gathering secondary data at home



- . Secondary research abroad
- . Primary data collection
- . Organisation for international marketing research
- . International marketing information systems

**6) EXPORT PROCEDURE AND DOCUMENTS:**

(15)

- . Preliminaries
- . inquiry and offer confirmation of offer exports licenses
- . finances productions/procurement of good
- . shipping space
- . packing and marking
- . quality control and pre-shipment inspection
- . excises clearance custom formalities
- . insurance
- . shipping the goods
- . negotiation of documents
- . pre-shipment documents
- . documents related to goods
- . documents related to shipments

**7) MARKETING PLANNING AND STRATEGY FOR INTERNATIONAL BUSSINESS: (10)**

- . Dimensions of international planning and strategy
- . Planning at a subsidiary level
- . Marketing planning at corporate level
- . Information scanning monitoring
- . Achieving planning effectiveness
- . New emphasis on global strategic market planning

**8) ORGANITATION AND CONTROL IN INTERNATIONAL MARKETING:**

(15)

- . Alternative organitational designs
- . Choosing apporiate organisational structure
- . New perspectives on organisation: corporate networking
- . Delegating decision-making authority to foreign subsidiaries
- . Performance evaluation and control of foreign operations
- . Conflicts and their resolution

**References:**

- 2) International marketing ,by Subash .C .Jain. library of congress cataloging in – publication data
- 2) Principals of marketing by Philip Kotler.(new delhi prentice hall of india Pvt Ltd.
- 6) International marketing(including export management) Francis Cherunilam Himalaya Publishing House.
- 7) Marketing Management By Meenakshi
- 8) International Trade and export management,byFrancis Cherunilam( Himalaya Publishing House.)