

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS FOR M.COM PART-1 (External)

INTERNATIONAL MARKETING-3

(External Programme)

W.E.F FROM 2017-18

Section - I

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

10%

- 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:

10%

- Factors affecting pricing
- Aspects of international price setting
- Transfer pricing
- Handling interdivisional conflicts

*Prateek*



- 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

### Section - II

#### 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:

10%

- Preliminaries
- inquiry and offer confirmation of offer exports licenses
- finances productions/procurement of good
- shipping space
- packing and marking
- quality control and preshipment inspection
- excises clearance custom formalities
- insurance

*B. Patel*



- shipping the goods
- negotiation of documents
- preshipment documents
- documents related to goods
- documents related to shipments

#### **7) MARKETING PLANNING AND STRATEGY FOR INTERNATIONAL BUSSINESS: 15%**

- 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 stratigic market planning

#### **8) ORGANITATION AND CONTROL IN INTERNATIONAL MARKETING: 15%**

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

#### **9) CASE STUDY**

10%

#### **References:**

- 1)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.
- 3)International marketing(including export management) Francis Cherunilam Himalaya Publishing House.

*B. Jones*



4)Marketing Management By Meenakshi &

5)International Trade and export management,byFrancis Cherunilam( Himalaya Publishing House.)

**References:**

1)International marketing ,by Subash .C .Jain. library of congress cataloging in – publication data.

2)Marketing Management By Meenakshi & Arun Kumar ,Vikas Publications

3)Marketing Management,By RamaswamyV/S Namakumari; Macmillan India,New Delhi.

4) International Marketing Management by R.L.Varshney&B.Bhattacharya,  
Sultanchand&sons,Daryagang.New Delhi-110002.

5)International marketing,P.K Vasudeva,Excel Books,A-45,Nariana Phase-1,  
New Delhi-110028

*P. K. Vasudeva*