

Part B

Name of Programme – Master of Commerce (Semester IV) Group B Management

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com. 45 B	International Marketing	75

COs

- 1 To develop understanding about International Marketing
- 2 To develop understanding of Application about International Marketing Organisation
- 3 To develop understanding of Global Product Planning
- 4 To develop understanding of application of Global Product Pricing
- 5 To develop understanding of Emerging Issues of Global Marketing

Unit	Content	
Unit I	<p>INTRODUCTION TO INTERNATIONAL MARKETING</p> <p>1.1 Nature, significance and complexities in international marketing.</p> <p>1.2 Transition from domestic of international marketing</p> <p>1.3 Internal environment of international marketing</p> <p>1.4 External environment of international marketing – Geographical, Demographic, Economic, Socio-cultural , Political and legal environment.</p> <p>1.5 Impact of environment on international marketing decisions</p>	15
Unit II	<p>INTERNATIONAL MARKETING, PLANNING, ORGANIZING AND CONTROL</p> <p>2.1 Issue in international marketing</p> <p>2.2 International marketing, information system</p> <p>2.3 Organizing and controlling, international marketing operations</p> <p>2.4 Global market segmentation</p> <p>2.5 Selection of foreign market and international positioning.</p>	15
Unit III	<p>PRODUCT AND PRICING DECISION</p> <p>3.1 Products planning for global markets</p> <p>3.2 New product development</p> <p>3.3 Management of international brand</p> <p>3.4 Packaging and labeling</p> <p>3.5 Environmental influences on pricing decisions 3.6 International pricing policies</p>	15

	and strategies.	
Unit IV	PROMOTION AND DISTRIBUTION DECISIONS 4.1 Complexities and issues in promotion decision 4.2 International promotion mix decision – Advertising, personal selling, sales Promotion and public relations 4.3 Functions and types of distribution channels 4.4 Channels selection decisions 4.5 Selection of foreign distributors/ Agents & managing relation with them.	15
Unit V	EMERGING ISSUE AND DEVELOPMENTS IN INTERNATIONAL MARKETING 5.1 Ethical and social issues 5.2 International marketing of services 5.3 Information technology and international marketing. 5.4 Impact of globalization 5.5 World trade organization.	15

Reference Books:

1 International Marketing with PowerWeb by Philip R. Cateora, John Graham, Hardcover, Publisher: McGraw-Hill/Irwin

2 Global Marketing (3rd Edition) by Warren J. Keegan, Mark Green, Paperback: 666 pages, Publisher: Prentice Hall

3 Global Marketing Management by Masaaki Kotabe, Kristiaan Helsen, Hardcover: 720 pages, Publisher: Wiley

4 Global Marketing: Foreign Entry, Local Marketing, and Global Management by Johny K. Johansson, Hardcover: 672 pages, Publisher: McGraw-Hill/Irwin