

3rd Semester	20MBA301H	International Marketing	L-T-P 3-0-0	3 Credits	35 hrs
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Objective:

Module –I

Conceptual framework of International Marketing: Basic differences between domestic and international marketing, International Marketing Environment. EPRG framework in International marketing, stages of development into Global Marketing.

Module-II

Indian Foreign Trade: Indian Trade Policy - Recent trends in India's Foreign trade - Export Assistance, Institutional Infrastructure for Export Promotion in India. Identification of Foreign Markets: Product Planning for Exports - Export pricing - Market Entry and Overseas Distribution System - Promoting products internationally.

Module – III

Overseas Market Research: Marketing Plan for Exports - New Techniques in International Marketing, International subcontracting Joint Ventures, Counter trade Arrangements, Multinationals. Exports finance, risk export documents and procedure.

Books:

1. International Marketing, Joshi R.M Oxford University Press.
2. Global Marketing Management, Keegan - Pearson.
3. International Marketing, FransisCherunilam HPH