

MBPC3032 INTERNATIONAL MARKETING (3-0-0)

Course Objectives:

1. Gain insights into the conceptual framework of international marketing, including differences from domestic marketing
2. Understand Indian trade policy, recent trends in foreign trade, export assistance, and the institutional infrastructure for export promotion
3. Develop skills in overseas market research, marketing planning for exports, and the application of new techniques in international marketing
4. Acquire proficiency in exports finance, risk management, export documents, and procedures, including international subcontracting

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.

Course Outcomes:

- CO-1: Develop a comprehensive understanding of international marketing fundamentals and their application in global business contexts.
- CO-2: Acquire proficiency in understanding Indian foreign trade dynamics
- CO-3: Develop enhanced skills in overseas market research, marketing planning, and the application of new techniques in international marketing.
- CO-4: Expertise in export finance, risk management, and export procedures, including international subcontracting, joint ventures, and counter-trade arrangements

Books:

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