

## **BA4T5 -International Marketing**

- Unit 1- International Marketing:** Scope and significance of international marketing - Difference between international and domestic marketing- Need for international trade- Trends in foreign trade- International market environment factors and regulatory environment of international marketing- Technological environment- Business customs in international market.
- Unit 2- Targeting International Market Opportunities and Market Entry Strategies:** Regional market characteristics- Marketing in transitional economies and third world countries - International market segmentation and targeting; Market Entry Strategies- Indirect Exporting- Domestic purchasing- Direct exporting- Foreign manufacturing strategies without direct investment- Foreign manufacturing strategies with direct investment- Entry strategies of Indian firms.
- Unit 3- International Marketing Channels:** Channels –Distribution structures, Distribution patterns, Challenges in managing an international distribution strategy- Selecting foreign country market intermediaries- The management of physical distribution of goods.
- Unit 4- International product management:** International product positioning, Product saturation levels in global market, International product life cycle, Geographic expansion strategic alternatives- New products in intentional marketing- Product and culture- Brands in international market.
- Unit 5- Pricing and Promotion for international Markets:** Environmental influences on pricing decisions, Grey market goods, Transfer pricing, Global pricing – Policy alternatives. Global advertising and branding; Export marketing: Export policy decisions of a firm- EXIM policy of India- Export costing and pricing- Export procedures

Relevant cases have to be discussed in each unit.

### **Text Books:**

1. Aryasri A.R, “International marketing”, Student helpline publishing Housing (p) Ltd.
2. Czinkota, “International Marketing”, Cengage Learning, New Delhi, 2009.

### **References books:**

1. Jean Pierre Jeannet, “Global Marketing Strategies”, Jaico Publishing House, New Delhi, 2001.
2. Jeffrey Edmund Curry: “International Marketing”, University Science Press, New Delhi, 2010.
3. Kotabe, Peloso, “International Marketing”, Wiley India, New Delhi, 2020.
4. Mathur U.C, “International Marketing Management”, Sage Publications, New Delhi 2008
5. Philip R. Cateora, John L. Graham, “International Marketing” 11/e, Tata McGraw-Hill Co. Ltd., 2002.
6. Raja Gopal, “International Marketing”, Vikas Publishing House, New Delhi, 2009.
7. Sak Onkvisit, “International Marketing”, Routledge Publications, New Delhi, 2009.
8. Srinivasan R., “International Marketing”, Prentice-Hall of India Pvt. Ltd., 2010.
9. Sunil Gupta, “International Marketing”, Kalyani Publishers, New Delhi, 2009.