

GANPAT UNIVERSITY																	
FACULTY OF MANAGEMENT STUDIES																	
Programme		Bachelor of Business Administration					Branch / Spec.		International Business								
Semester		IV					Version		1.0.0.0								
Effective from Academic Year				2025-26			Effective for the Batch Admitted in				July 2024						
Subject Code		BINB203		Subject Name			International Marketing Management										
Teaching Scheme							Examination Scheme (Marks)										
(Per week)		Lecture (DT)		Practical (Lab.)		Total			CE		SEE		Total				
		L	TU	P	TW												
Credit		04	00	00	00		04	Theory		50		50		100			
Hours		04	00	00	00		04	Practical		00		00		00			
Pre-requisite:																	
Students should have basic knowledge of Marketing Management																	
Objective:																	
The objective of course is to familiarize student with the basic concepts of International Marketing Management and understand components, strategies and planning aspects in international environment.																	
Learning Outcomes/Course Outcome																	
On successful completion of the course, the students will be able to:																	
CO1- Learn basic concepts of International Marketing.																	
CO2- Come to know about Market Analysis and Foreign Market Entry Strategies.																	
CO3- Understand on product and pricing dimensions of marketing internationally.																	
CO4- Learn what types of distribution channel and intermediaries work in international marketing and what promotional strategies are functional.																	
Mapping of PO-CO and PSO-CO:																	
		Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
			CO1	3	3	3	3	3	3	2	2	2	2	2	2	2	2
			CO2	2	2	2	2	2	1	1	2	3	2	2	3	3	3
			CO3	2	2	3	2	2	2	3	3	3	2	2	2	1	1
CO4	3	3	2	3	3	3	3	3	3	2	3	3	2	3	3		
Theory Syllabus																	
Unit	Content													Hrs.			
1	Nature of International Marketing: Process of international marketing, Domestic Marketing versus International Marketing, Applicability of Marketing, Characteristics of MNCs, Process of internationalization, Benefits of international marketing, International Marketing Environment: Cultural Environment, Political Legal Environment, Economic Environment for International Marketing,													15			
2	Market Analysis and Foreign Market Entry Strategies: Marketing analysis, Exporting, Licensing, Joint venture, Manufacturing, Assembly operation, Management contract, Turnkey operations, Acquisition, Strategic alliance, Analysis of entry strategies, Free trade zones.													15			
3	Product Strategies: What is Product, New product development, Market segmentation, Product Positioning, Product adoption, Theory of international product life cycle, Product standardization versus Product adaptation, Pricing Strategies: The role of price, Price standardization, Pricing decisions, Alternative pricing strategies, Dumping, Price distortion,													15			
4	Distribution Strategies: Direct and Indirect selling channels, Types of intermediaries: Direct channel and Indirect channel, channel development, Channel adaptation, Channel Decisions, Determinants of Channel types, Selection of Channel Members, Promotion Strategies: Promotion and Communication, Promotion mix, Sales promotion, Overseas product exhibitions,													15			
	Exam: Theory 100%																

Text Book:	
	Sak Onkvisit, John J. Shaw, International Marketing, Third edition, Prentice-Hall India
Reference Books:	
	Philip R Cateora, John L Graham, Prashant Salwan, International Marketing, Thirteenth edition, TMH. Rajendra Nargundkar, International Marketing, Excel Books Michael R. Czinkota and Iikka A. Ronkainen, Indian edition, Thomson south-western
Online Resource:	
	https://www.youtube.com/watch?v=0d4wvyUBs-Q https://onlinecourses.nptel.ac.in/noc22_mg50/preview https://onlinecourses.swayam2.ac.in/imb25_mg60/preview (International Marketing- By Dr. Bharti Singh)