

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 panning 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	2	3	3	2	3	3

Theory Syllabus

Unit	Content	Hrs.
1	<p>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,</p> <p>International Marketing Environment: Cultural Environment, Political Legal Environment, Economic Environment for International Marketing,</p>	15
2	<p>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.</p>	15
3	<p>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,</p> <p>Pricing Strategies: The role of price, Price standardization, Pricing decisions, Alternative pricing strategies, Dumping, Price distortion,</p>	15
4	<p>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,</p> <p>Promotion Strategies: Promotion and Communication, Promotion mix, Sales promotion, Overseas product exhibitions,</p>	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)