

SARDAR PATEL UNIVERSITY
Programme: BBA(Foreign Trade)
Semester: IV

Syllabus with effect from: NOVEMBER \ DECEMBER 2012

Paper Code: UM04CBBF03	Total Credit: 3
Title Of Paper: International Marketing Management - II (Global Marketing Mix)	

Unit	Description in detail	Weighting (%)
1	Global Product Introduction Product Positioning Product Saturation level in Global markets Product Design Considerations Product Strategies	25 %
2	Global Price Basic Pricing Concepts Environmental Factors affecting pricing decision Global pricing objectives and strategies Dumping , Transfer Pricing	25 %
3	Global Place Channel objectives and constraints Distribution Channels : Terminology and structure International Channel Innovations Channel Strategy for new market entry Physical Distribution and logistic	25 %
4	Global Promotion Public Relation and Publicity Personal Selling Sales promotion Direct Marketing Trade shows and exhibition Sponsorship promotion	25 %

Basic Text & Reference Books

- Global Marketing : Keegan
- Global Marketing : Johny K Johnson
- Marketing – Philip Kotlar
- International Marketing – Bhattacharaya

