

SARDAR PATEL UNIVERSITY
Programme: BBA(Foreign Trade)
Semester: III
Syllabus with effect from: JUNE 2012

Paper Code: UM03CBBF03	Total Credit: 3
Title Of Paper: International Marketing Management - I	

Unit	Description in detail	Weighting (%)
1	International Marketing- An overview Meaning, Scope Difference between International Marketing and Domestic Marketing Problems and Prospects of International Marketing with reference to India Principles of Marketing Driving and restrain forces affecting Global Integration and Global Marketing	25 %
2	International Marketing Environment Economic, Demographic, Socio-culture, Political, Legal, Technological environment- Its implication of environment on marketing	25 %
3	Identifying Foreign Markets Different classification of Markets Different factors to be considered in identifying	25 %
4	International Marketing of Services Concepts- Services v/s product Service globalization potentials Foreign entry of services Local marketing of global services Controlling local service Quality	25 %

Basic Text & Reference Books

- Global Marketing – Keegan
- Export Marketing – Rathore
- International Marketing – Bhattacharya
- Global Marketing – Jhony K Johanson

