

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: V**  
**Syllabus with Effect from: JUNE 2016**

<b>Paper Code:</b> UM05CBBB03	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> International Marketing Management – III (International Marketing Strategy)	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>International Marketing and Involvement</b> Global Marketing – importance Marketing Orientation : ( EPRG) International Marketing Management process Process of Market selection	<b>25 %</b>
<b>2</b>	<b>Market Entry Strategies</b> Licensing and Franchising , Exporting Contract manufacturing Turnkey contracts Fully owned manufacturing facilities Joint Ventures, Mergers, Acquisition Strategic Alliances, Counter trade	<b>25 %</b>
<b>3</b>	<b>International Marketing Research</b> Meaning, Need for overseas Marketing Research Sources and Approach to Marketing Research Marketing Research Process	<b>25 %</b>
<b>4</b>	<b>Global e-Marketing</b> Introduction Communication Targeting the Individual Customers—Beyond Segmentation Relationship Marketing Interactivity New Technological changes the Rule of marketing Components of the Electronics Value Chain	<b>25 %</b>

**Basic Text & Reference Books:**

- Global Marketing : Keegan
- International Marketing : Francis Cherunillam
- Global Marketing – Johny K. Johnson
- Marketing – Philip Kotlar

