

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: IV**  
**Syllabus with Effect from: DECEMBER 2015**

<b>Paper Code:</b> UM04CBBB03	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> International Marketing Management – II (Global Marketing Mix)	

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

**Basic Text & Reference Books:**

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

