

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

<b>Paper Code:</b> UM03CBBB03	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> International Marketing Management - I	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>International Marketing- An overview</b> 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	<b>25 %</b>
<b>2</b>	<b>International Marketing Environment</b> Economic, Demographic, Socio-culture, Political, Legal, Technological environment- Its implication of environment on marketing	<b>25 %</b>
<b>3</b>	<b>Identifying Foreign Markets</b> Different classification of Markets Different factors to be considered in identifying Import – Export Procedure	<b>25 %</b>
<b>4</b>	<b>International Marketing of Services</b> Concepts- Services v/s product Service globalization potentials Foreign entry of services Local marketing of global services Controlling local service Quality	<b>25 %</b>

**Basic Text & Reference Books:**

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

