

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Export and Import Management)**  
**Semester: II**  
**Syllabus with effect from: December 2015**

<b>Paper Code:</b> UB02CBVE03	<b>Total Credits: 5</b>
<b>Title Of Paper:</b> International Marketing	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Introduction to International Marketing:</b> concept, Scope challenges opportunities Domestics Vs Global Marketing	<b>25%</b>
<b>2</b>	<b>International Marketing Environment:</b> Overview, Economic environment, political environment, Legal and statutory framework, Socio-cultural Environment Need for environment analysis, Cultural variability	<b>25%</b>
<b>3</b>	<b>International Marketing strategy decision:</b> International marketing research, practices and challenges Need, Definition, Scope decision support System	<b>25%</b>
<b>4</b>	<b>Managing the International Marketing Mix:</b> International Product and Price Strategy- Products and services- standardization Vs adoption, global localization, Global branding and country of origin, product services and culture protecting brand name, International product mix	<b>25%</b>

**Basic Text & Reference Books:**

- Michael R. Czinkota, Ilka A. Ronkainen, International Marketing, South- western college

