



**(Master of Business Administration) Semester IV**

**MARKETING SPECIALISATION**

**PM04EMKT53: INTERNATIONAL MARKETING**

<b>Course Code</b>	<b>PM04EMKT53</b>	<b>Title of the Course</b>	<b>International Marketing</b>
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none"><li>• To prepare students to meet international challenges and understand fundamental principles /theoretical framework associated with international activities.</li><li>• To familiarize students with the international market environment's characteristics and familiarity with internationalisation and globalisation theories and strategies.</li><li>• To distinguish the cultural diversity across the world and its impact on a firm's international marketing activities.</li><li>• To explain the process of entry and documentation in international trade.</li><li>• To learn marketing strategies and make financial decisions in the international context.</li></ul>
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<b>Course Content- 30 sessions</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
1.	International Marketing: Nature Process and Benefits: Definition, Process of Internationalization, Benefits, Trade Theories, Marketing barriers-tariff and non-tariff barriers, Organisation and control for International Marketing	25
2.	International Marketing and World Environment: Political Factors, legal Factors, Cultural Factors, Technological Factors, Regional Trade Areas(RTAs) and it is an implication for International Marketers, Consumer Behaviour, Psychological and Social aspects, Marketing Research and Information System, Market Entry Strategies	25
3.	International Marketing Mix Decisions: Product Strategies, Branding and Packaging Decisions, Pricing strategies, Sales Promotion and Advertising	25



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	Strategies, Distribution and Logistics, Containerization, Types of Containers, Documentation in Import and export, International Commercial Terms(Incoterms), Uniform Customs Practices(UCPs)	
4.	Financial Decisions in International Market: Sources of Finance, Financial Institution/Govt. Agencies-World Bank, IMF, WTO, ECGC, IFC etc., Currencies and Foreign Exchange Market, Exchange Rate System	25

Teaching-Learning Methodology	Lectures, Case Discussions, Presentations, Assignments, Project-based Learning
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Mid Semester Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
1.	Assemble and create documents for their own firm or clients and organisations involved in international marketing
2.	Demonstrate the ability to undertake strategic business analysis to develop international marketing objectives, strategies and plans.
3.	Develop a tolerance for cultural differences leading to better product and service launches in international markets
4.	Develop proposals and make presentations for market potential, entry mode strategies and research activities globally.
5.	Apply marketing mix strategies for global markets.
6.	Enhance employability.



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**Suggested References:**

<b>Sr. No.</b>	<b>References</b>
1.	Sak Onkvisit, John J. Shaw, International Marketing, PHI
2.	Michael R. Czinkota, Iikka A. Ronkainen, International Marketing, Cengage Learning
3.	Rakesh Mohan Joshi, International Marketing, Oxford University Press
4.	Philip R. Cateora, International Marketing, McGraw Hill
5.	Justin Paul, Ramneek Kapoor, International Marketing, McGraw Hill

**Online Resources**

<https://www.classcentral.com/course/international-marketing-entry-execution-5507>

[https://onlinecourses.nptel.ac.in/noc20\\_mg25/preview](https://onlinecourses.nptel.ac.in/noc20_mg25/preview)