

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
COMM-415	International Marketing (Marketing Specialization)	3	VIII
Year	Discipline		
4	Commerce		

The world is shrinking rapidly with the advent of faster communication, transportation and financial flows. Products developed in one country—Gucci purses, Sony electronics, McDonald's hamburgers—are finding enthusiastic acceptance in other countries. We could not be surprised to hear about a German businessman wearing an Italian suit meeting an English friend at a Japanese restaurant who later returns home to smoke Cuban cigars and watch American Idol on TV.

Text Book:

Cateora, P.R. and Graham, J.L., *International Marketing (13 e)*, McGraw Hill, USA

Reference Books (Latest Edition)

Sevend Hollensen, *Global Marketing*

Onkvisit, Sak and Shaw, John J. *International Marketing*, Mcmillan

Susan P. Douglas and Samuel Craig. *Global Marketing Strategy*, McGraw Hill Inc.

Instructional Procedures:

Lectures, Discussions, Presentations, Case Studies and Group Projects

Major topics to be covered in this course from the text book are:

- **An Overview of International Marketing**
 - The scope and challenge of International Marketing
 - The Dynamic Environment of International Trade
- **The Cultural Environment of Global Markets**
 - History and Geography: The Foundations of Culture
 - Cultural Dynamics in Assessing Global Markets
 - Culture, Management Style, and Business Systems
 - The Political Environment: A Critical Concern
 - The International Legal Environment: Playing by the Rules
 - Role of Government
- **Assessing Global Market Opportunities**
 - Developing a Global Vision through Marketing Research
 - Emerging Markets
 - Multinational Market Regions and Market Groups
- **Developing Global Marketing Strategies**
 - Global Marketing Management: Planning and Organization
 - Products and Services for Consumers
 - Products and Services for Businesses
 - Agricultural products and international marketing
 - International Marketing Channels
 - Exporting and Logistics: Special Issues for Business
 - Export documents and procedures

- Integrated Marketing Communications and International Marketing
 - Personal Selling and Sales Management
 - Pricing for International Markets
 - Export finance
 - **Implementing Global Marketing Strategies**
 - Negotiating with International Customers, Partners, and Regulators
- *It is important to note here that this is just an outline, consult text book for detail contents**