

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: Integrated B.Com. M.Com

Semester: VI

INTERNATIONAL MARKETING

Course

Code:

19IC606

No. of Hours: 60

COURSE OBJECTIVES:

- To understand the international marketing environment.
- To know the various modes of entering international marketing
- To understand the role of regional trading blocks and international institutions in international marketing

LEARNING OUTCOMES:

- To enable the students to know the various scopes in expanding domestic market internationally.
- To develop interpersonal skills in individuals from different cultures which will enable them to work in global companies.
- To enable them to know the scope of various intermediaries involved in global business and marketing.

UNIT1

INTRODUCTION

08 HRS

Meaning and Definition of International Marketing, Scope of International Marketing, features of International marketing – Trends in Internal Trade – reasons/motives of international marketing – International Marketing decisions.

UNIT2

INTERNATIONAL MARKETING ENVIRONMENT

12 HRS

Economic environment, Social environment, political and government environment, demographic and technological environment, International trading environment, tariff barriers – Non tariff barriers, commodity agreements.

UNIT3

INTERNATIONAL PRODUCT, PRICING, DISTRIBUTION DECISIONS.

12 HRS

Product, Product mix, Branding, Packaging, labeling and product communication strategies. Exporters cost and pricing objectives – methods and approaches and steps – transfer pricing

dumping – information requirements for pricing. International channel system – Direct and Indirect exports -
Physical Distribution, Modes of Transportation, Clearing and Forwarding, ERP, SCM....

UNIT4

INSTITUTIONAL INFRASTRUCTURE FOR EXPORT PROMOTION IN INDIA

14 HRS

Introduction – consultive and deliberative body – commodity organization – commodity board – service institutions – Indian Trade Promotion Organisation – National Centre for Trade Information – ECGC – Export Import bank – Export promotion Council of India-Export Inspection Council – Indian Institute of Packaging – Indian Council of Arbitration – Federation of Indian Export Organisation – Department of commercial intelligence and statistics - Directorate general of shipping – All Indian Shippers Council.

UNIT5

FOREIGN TRADE:

14 HRS

A) Documents used in imports and exports –regulations and procedure regarding export and import – banks and other financial institutions focusing on export (ECGC, EXIM Bank – functions and role)

B) Balance of trade and Balance of Payment – components of BOP- Disequilibrium and measures for rectification

C)Global e marketing: buying decisions in e marketing, Developing a global e marketing plan, benefits and risks in global e marketing

SKILL DEVELOPMENT

- Select a product and market segment for global marketing.
- International business environment vary from country to country – state a product and country.
- List the activities of “Export Promotional Council of India”
- Write a report on economic export zones.

BOOKS FOR REFERENCE

1. B.L. Varshney& B. Bhattacharya - International Marketing Management.2006
2. P.G. Apte - International Finance Management.1996
3. Francis Cherunilum - International Marketing Management.2003
4. Philip &Cateria - International Marketing.1999
5. B.S. Rathore& J.S. Rathore - International Marketing Management.2018
6. M. L. Verma, - Foreign Trade a Management in India.2015