

**DR MPS GROUP OF INSTITUTIONS
COLLEGE OF BUSINESS STUDIES, AGRA**

INSTRUCTIONAL PLAN

MBA Third Semester: _August 2018

Faculty : A. K. Jain

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

Course Title: International Marketing

Textbook: (Book Bank – Given to Student)

1. International Marketing Management, R L Varshney, B Bhattacharyya, Sultan Chand
2. Cherunilam, F., International Trade and Export Management, Himalaya (given for common subject)

Other specific books :(Reference)

1. Cherunilam, F., International Marketing Management, Himalaya
2. Paul Justin, Aserekar Rajiv, Export Import Management, Oxford University Press
3. International Marketing, Rakesh Mohan Joshi, Oxford press

Detailed Plan for Lectures.

Lecture No. Each Lecture of min. 45 minutes duration	Topic	Chapters/ Sections of Textbook/ other reference	Assignment/ Task to be assigned to students		Pedagogical aid Demonstration/ case study/ images/ animations etc.
			DOA	DOS	
1 - 2	International Marketing Management: Introduction, Definition; scope; Trends in Indian export; Importance of Export to Indian Economy.	Ch 1 & 8; CMIE website			http://cw.routledge.com/textbooks/0415311330/resources/slides.asp
3 - 5	Domestic vs. International marketing; evolution of global marketing; Towards GLOBAL marketing.	Ch 1&2; Ch 1(R3)			Statistical PPTs
6 - 11	Scanning the International Economic Environment: STEPIN – Social environment (culture; population; civic mind); technological environment; political environment; political risks; economic environment – economic system; low income countries; middle income countries; income location; WTO-International marketing implications	Ch2 /3; Ch1 (R1); WTO website	A		Text book 1 – case 12 ‘Hindustan lever limited’ (now HUL) https://www.youtube.com/watch?v=hPz5Jn2hZ0Y
12 - 15	Analysis of world markets (trends in world trade; composition of world trade; world trade direction and outlook); International market research (major challenges; cross-cultural implications; process; preparing research design);	Ch2/4/8			Case Study/Simulative exercise – to be given by faculty
16-20	Segmentation of International markets; selection of international markets; factors affecting the selection of export markets;	Ch5 & 6 (R1); Ch6 (R3)			Text book 1 - Case 11 ‘The world commercial

	tools for international market analysis; Competitiveness, Strategy and Productivity : Why some organisations fail , Strategy, operations Strategy, Strategy Formulation				vehicle market' Nokia – A GLOCAL giant	
21-22	Entering international markets: concept; modes (export; licensing; franchise; joint venture;; contract manufacturing; international strategic alliances; piggybacking)	Ch6 (R1); Ch4&6			Local industry examples Text book 1 – case 10	
23-26	International product policies: Major product decisions ; Choosing a Product for export; Standardization vs Adaptation to export market; Product quality decisions for IM; Product launch in export market; Product Design, Product line management, NPD/PLC in IM; International product strategy.	Ch9 (R1)			IBM vs. DELL	
27-29	Building brands in international markets: types; benefits; brand image; brand equity; brand positioning; brand revitalization; strategy for building global brands.	Ch 9 (R3); lecture handouts			Pictographs	
30-34	Pricing decisions in export markets; Pricing approaches – cost based, full cost, marginal cost, market based; factors influencing pricing decisions; terms of payment in international transactions; terms of delivery; transfer pricing; differential pricing; Counter trade; grey marketing; dumping..	Ch 5/8/10; Ch10 (R1)				
35-36	INCOTERMS – 13 categories, limitations; terms of payments in IM;	Additional Inf. Lecture handouts				
37-40	International Marketing communication: Introduction; consumer response hierarchy models; process of international mktg. communication; marketing communication strategies; international promotion programme – tools-media structure- media strategy-framework for international product promotion strategies..	Ch12 (R1); Ch9 & 11				

Details of Assignments Planned: (Sample – actual assignment may differ in content and context)

Assignment No.	Details	Nature of Assignment	Expected outcome
1	Visit a firm near your place and find out the factors that have motivated it to enter international markets. Compare these motives with what you have already discussed in class and present them before the class. You may also compare your findings with other students who have visited other export units.	Critical thinking, Reading & Comprehension	Appreciation and understanding why firms look for international markets.
2	Visit a multinational fast food chain operating in your city and meet some senior marketing officer. Try to explore the mistakes the company has made in designing its marketing mix in the Indian	Practical	Learn and understand basics of designing marketing mix for an international market.

	market and steps taken to compete vis-à-vis Indian food retailers.		
3	Collect information from secondary sources about a foreign company engaged in franchising operations in India. Meet one of the local franchisees and list its activities. Find out the problems faced by the franchisee and the remedial actions taken to meet international quality and services.	Use of secondary data for understanding market dynamics	Understanding advantages and disadvantages/challenges for entering an international market through franchisee mode.

Scheme for Class Assessment: (out of 100) :

Component	Frequency	Marks out of 100
Attendance	Continuous	20
Quiz	Two	10
Case Study (evaluative)	Two	20
Term paper/Sessional Tests/Internal Exams	Two	20
Assignments	Three	30

P.S.:

No class notes will be given (only handouts when deemed necessary will be given), as all the classes will be based on analytical interaction. Students are expected to come prepared in class with their own understanding and notes written by them based on suggested chapter readings.