



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 5th Semester

Branch: Sales & Marketing Management

Subject Name: International Marketing

Subject Code: 1152204

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1	Introduction to International Marketing : Definition, Scope, Nature & Importance of International Marketing , Marketing barriers, Market entry strategies	10	25%
2	International Marketing Environment : Economic, Social, cultural, Legal environment, scanning and monitoring global environment International Product Planning : Product life cycle, New product Development, Managing product line	10	30%
3	International Pricing : Factors affecting International pricing decisions, pricing methods International Distribution : Distribution channels & it's types	10	25%
4	International Promotion : Issues and challenges of International promotion, international promotion tools, Developing Marketing strategies for international Market	12	20%
Total		42	

Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication /Edition
1	Gautam Dutta	Global Marketing	Pearson	2017/1 st
2	P K Vasudeva	International Marketing	Excel	Latest
3	Justin Paul, Ramneek Kapoor	International Marketing,	Macgraw Hill	Latest

Suggested Specification table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate
C: Create and above Levels (Revised Bloom's Taxonomy)



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Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Understand international Marketing challenges and opportunities	25%
CO-2	Analyze International Marketing Environment and factors influence firm or industry	30%
CO-3	Learn Marketing mix at international level and its implications	25%
CO-4	Understand distribution channels at international level and got idea about competitive strategies at international level	20%