



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: MBA (International Business)

Semester: 3

Branch: International Business

Subject Name: Global Marketing & Communication

Subject Code: 2539312

Rationale:

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	CO 1 to understand international marketing environment and nature of international marketing vis a vis domestic marketing
CO2	CO 2 to apply strategies in market segmentation, target market and positioning for effective decision making
CO3	CO 3 to interpret the international marketing mix and best techniques for strong global market leadership
CO4	CO 4 to analyse international promotional strategy of various international products/services

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Introduction to Global Marketing Need, Scope, Tasks, Contrast in domestic and international marketing, EPRG Framework, Socio cultural environment – culture defined, elements of culture, culture analysis, Political & Legal Environment, Political risk, legal factors, legal differences, hofstede model.		14
2	Entry mode Decisions Entering International Markets Concept of international market entry Modes of entry in International Markets Investment Entry modes Selection of international market entry modes Choosing the right entry mode mix for international markets Global Market-Entry Strategies: Licensing Investment Global strategic planning International partnerships in developing countries Cooperative strategies in Asia		21
3	The Global marketing Mix Brand and product decisions in Global Marketing Basic product concept Need based approach to product planning		21



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	<p>Country origin as brand element Developing products for international markets Product standardization v/s Adaptation in international marketing New products in Global marketing Pricing Decisions Basic pricing concepts Global pricing objectives and strategies Factors influencing pricing decision Environmental Influences on pricing decisions Global pricing: three policy alternatives Gray market goods Dumping Price fixing Transfer pricing Countertrade Global Marketing Channels Distribution channels: objectives, terminology and structure Establishing channels and working with channel intermediaries Selecting channels of international distribution Global Retailing</p>		
4	<p>Communication decisions for International Marketing Role of international advertising and promotion for international business Decision areas in international Advertising</p> <ol style="list-style-type: none"> 1. Organizing for international advertising 2. Agency selection 3. Advertising research 4. Creative decision 5. Media selection <p>Role of another promotional mix in international marketing</p> <ol style="list-style-type: none"> 1. Sales promotion 2. Public relations and personal selling 3. Direct marketing, event sponsorship and product placement 4. Digital media 5. Social communication platforms 		14

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks						Total Marks
			(Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	
I	Module-1	08	7	7					14
II	Module-2	12	7	7	7				21
III	Module-3	12		7	7	7			21
IV	Module-4	08		7	7				14
	Total	40							70



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***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
• Assignment/Class Test/Case Study	20
• Group Project (Report +Presentation)	30 (20+10)

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Global Marketing	Keegan & Green	Pearson Publications – ninth Edition
2	International Marketing	Rakesh Mohan joshi	Oxford Press Second edition
3	Integrated marketing communication	Belch, Belch & Purani	Mc-Graw Hill – Latest Edition
4	Managing marketing – An Applied Approach	Noel Capon Siddharth Shekhar Singh	Wiley Publication Latest Edition
5	Marketing – Asian Edition	Baines, Fill, Page, Sinha	Oxford Press Latest Edition
6	International Marketing	Cateora, Grahman and Salwan	Mc-Graw Hill – Thirteenth Edition

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of International Marketing by Sage Publications
2. Journal of Advertising published by **M.E. Sharpe Inc**
3. Journal of Retailing published by **Elsevier BV**.
4. Journal of Marketing Communications by Taylor & Francis online