

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: International Business

Subject Name: International Marketing (IM)

Subject Code: 2830501

1. Course Objective: Several reasons have compelled companies to go international like saturated domestic market, possibility of higher profitability in international markets, opportunity in terms of huge potential, risk reduction, competition from overseas companies in local markets, etc. The purpose of this course is to educate students to meet international challenges and understand the fundamental principles / theoretical framework, as well as practical processes of operations, associated with international marketing activities and decisions.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each.

3. Course Contents:

Module No.	Modules / Sub-Modules	Sessions	70 Marks (External Evaluation)
I	International Marketing: Nature Process and Benefits: Definition, Process of Internationalization, Benefits, Trade Theories, marketing barriers-tariff and non-tariff barriers, Organisation and control for International Marketing	7	17
II	International Marketing and World Environment: Political Factors, legal Factors, Cultural Factors, Technological Factors, Regional Trade Areas (RTAs) and it's implication for International Marketers	7	17
III	Research in International Marketing: Consumer Behaviour, Psychological and Social aspects, Marketing Research and Information System, Market Entry Strategies	7	18

IV	International Marketing Mix Decisions: Product Strategies, Branding and Packaging Decisions, Pricing strategies, Sales Promotion and Advertising Strategies, Distribution and Logistics, Documentation in International Trade	7	18
V	Practical: Student should study at least four to five Cases in above areas of subject as applied in any one Company / SME, and make a Public Presentation the class in presence of preferably a International Marketing / Export Manager / Consultant.	8	Internal Evaluation (20 Marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Discussion on concepts and issues on International Marketing.
- (b) Case discussion covering a cross section of International Marketing.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 50% (Internal Assessment- 50 Marks)
B	Mid-Semester examination	Weightage 30 % (Internal Assessment-30 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	SakOnkvisit John J. Shaw	International Marketing	PHI	Latest Edition
T2	Philip R. Cateora, Graham, Prashant Salwan	International Marketing	Tata McGraw-Hill	Latest Edition
T3	Michael R. Czinkota, IikkaA..Ronkainen	International Marketing	Cengage	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Rakesh Mohan Joshi	International Marketing Management	Oxford	Latest Edition
R2	Justin Paul, Ramneek Kapoor	International Marketing	Tata McGraw Hill	Latest Edition
R3	P K Vasudeva	International Marketing	Excel	Latest Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

International Journal of logistics and Supply Chain Mgmt, Asia Pacific Journal of Marketing, International Journal of Advertising, Global Journal of Marketing etc.

9. Session Plan:

Session Nos.	Topics to be covered
1-2	Definition, Process and Benefits of Internationalization
3-5	Trade theories, Marketing barriers-tariff and non-tariff barriers
6-7	Organization and Control for International Marketing,
8-9	Political factors, legal environment
10-11	Cultural environment, technological factors
12-14	Regional Trade Areas(RTAs) and it's implication for international marketers,
15-17	Consumer behaviour, psychological and social aspects
18-20	Marketing Research and Information System, Market Entry Strategies,
21-23	Product strategies, branding and packaging decisions
24-27	Pricing strategies, sales promotion and advertising strategies
28	distribution and logistics, documentation in international trade,
29-36	Practical: Student should study at least four to five Cases in above areas of subject as applied in any one Company / SME, and make a Public Presentation the class in presence of preferably an International Marketing / Export Manager / Consultant.