

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: International Business

Subject Name: International Marketing (IM)

Subject Code: 3539241

1. Learning Outcome:

- Understand of international marketing opportunities and challenges
- Develop insights into fundamental principles / theoretical framework, as well as practical processes of operations associated with international marketing

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

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of 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	9	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	9	17
III	Research in International Marketing: Consumer Behaviour, Psychological and Social aspects, Marketing Research and Information System, Market Entry Strategies	9	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	9	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.	---	(30 Marks CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

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

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	SakOnkvisit John J. Shaw	International Marketing	PHI	Latest
2	Philip R. Cateora, Graham, Prashant Salwan	International Marketing	McGraw Hill	Latest
3	Michael R. Czinkota, IikkaA..Ronkainen	International Marketing	Cengage	Latest
4	Rakesh Mohan Joshi	International Marketing	Oxford	Latest
5	Justin Paul, RamneekKapoor	International Marketing	McGraw Hill	Latest
6	P K Vasudeva	International Marketing	Excel	Latest

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

1. International Journal of Logistics and Supply Chain management
2. Asia Pacific Journal of Marketing
3. International Journal of Advertising
4. Global journal of Marketing