



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092131

Course / Subject Name : International Marketing

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	Interdisciplinary Elective (Minor 1)

<b>Prerequisite:</b>	Any Graduate
<b>Rationale:</b>	This course introduces students to the fundamentals and complexities of marketing in international environments. It develops an understanding of how businesses navigate global markets through effective segmentation, entry strategies, product adaptation, pricing, distribution, and promotional tactics. With India's increasing participation in global trade, this course equips students with practical and analytical skills to manage international marketing operations, supported by case studies and industry interaction.

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	<i>Explain</i> the scope, nature, and environmental influences on international marketing, and <i>describe</i> the process of global market scanning.	Remember, Understanding
02	<i>Analyze</i> international market segmentation, research approaches, and <i>evaluate</i> appropriate entry strategies for different international contexts.	Analyze, Evaluate
03	<i>Design</i> suitable product, pricing, distribution, and promotional strategies for international markets, with an emphasis on standardization vs. adaptation.	Analyze, Evaluate, Create
04	<i>Apply</i> international marketing theories and concepts through case studies and field research to <i>demonstrate</i> real-world strategic decision-making.	Understanding, Application

\*Revised Bloom's Taxonomy (RBT)

### Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	70	30	50	0	150



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## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Introduction to International Marketing:</b> <ul style="list-style-type: none"><li>• Definition, Nature, Importance &amp; Scope, International Marketing Management Process, Influence of physical, economic, socio, cultural, political and legal environments on international marketing, scanning and monitoring global marketing environment</li></ul>	11	25
2.	<b>International Market Segmentation and Positioning:</b> <ul style="list-style-type: none"><li>• Screening and market selection</li><li>• International marketing research</li><li>• Information for international marketing decisions</li><li>• Market entry strategies</li><li>• International Product Planning: Product and Service decisions, standardization v/s adaptation, Country – of – origin effect, managing the product line, International Product Life Cycle, New Product Development</li></ul>	12	25
3.	<b>Pricing for International Markets:</b> Factors affecting international pricing decisions, international pricing process and policies, transfer pricing <b>International Distribution:</b> Distribution channels, selection of overseas agents, international logistics, transportation, warehousing, insurance Export Procedures and Documentation – Pre shipment and Post Shipment procedures Overview of India's foreign trade policy	11	25
4.	<b>International Promotion:</b> <ul style="list-style-type: none"><li>• Issues and challenges in communicating across countries, international promotional tools – Advertising, personal selling, publicity and sales promotion, developing an international promotion campaign, trade fairs, exhibitions</li></ul> <b>Organizing and Control</b>	11	25
5.	<b>Practical:</b> <ul style="list-style-type: none"><li>• Student should study at least four to five Cases in above areas of subject as applied in any one Company / SME, and make a Presentation to the class in presence of preferably an International Marketing / Export Manager / Consultant.</li><li>• Students may visit an export firm and identify its reasons for</li></ul>	--	--



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	entering into international markets. Subsequently, they can correlate the motives and entry strategies with the concepts taught in class. Identify through secondary data, how transnational firms and MNCs adapt / standardize their offerings		
	<b>Total</b>	<b>45</b>	<b>100</b>

### Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	10	30	20	20	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

### Suggested case studies: (More cases may be taken up in addition to these)

- Incredible India –Marketing to the world
- Kellogg's Desi Strategies
- Amul Explores New Horizons
- <https://icmrindia.org/Short%20Case%20Studies/International%20Marketing/CLIM018.htm>

### References/Suggested Learning Resources:

#### (a) Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Warren K. Keegan, Mark C. Green	Global Marketing	Pearson	2016 / 9th
2	Gautam Dutta	Global Marketing	Pearson	2017 / 1 <sup>st</sup>
3	Michael R. Czinkota, Ikka A. Ronkainen	International Marketing	Cengage	2017 / 10 <sup>th</sup>
4	Rakesh Mohan Joshi	International Marketing	Oxford	2014 / 2 <sup>nd</sup>
5	Justin Paul, Ramneek Kapoor	International Marketing: Text and Cases	TMH	2012 / 2 <sup>nd</sup>
6	P K Vasudeva	International Marketing	Excel	Latest
7	Sak Onkvisit John J. Shaw	International Marketing	PHI	Latest



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8	Philip R. Cateora, Mary C. Gilly, John L. Graham	International Marketing	McGraw Hill	2017 / 15 <sup>th</sup>
9	R. Srinivasan	International Marketing	PHI	2016 / 4 <sup>th</sup>

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.

**(b) Open source software and website:**

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
5. International Journal of Marketing Studies

**CO- PO Mapping:**

Semester 3	Course Name : International Marketing				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	2
CO2	3	2	1	-	-
CO3	3	2	2	3	-
CO4	3	2	2	1	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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