

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION

MBA; MBA (General Management); MBA (Business Management)

COMMON COURSE STRUCTURE



Course Code	Specialization Elective – VI	L	T	P	C
21E00402b	International Marketing	4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none"> To present an overview of International Marketing , nature , scope and importance. To discuss comparison of Domestic Vs International Marketing and the macro environmental factors of International Marketing. To impart knowledge different strategies to enter in International Market. To explain international product management with regard to new products, culture, brands at international levels. To discuss international marketing channels and physical distribution of goods and grey market goods. To explicate export policy decisions of a firm and EXIM policy of India, procedures involved in Exports and assistance and incentives from governments. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand an overview of International Marketing , nature , scope and importance. Differentiate Domestic and International Marketing and the international environmental factors for Marketing. Learn and know international product management with regard to new products, culture, brands at international market. Identify international marketing channels and physical distribution of goods and grey market goods Know export policy decisions of a firm and EXIM policy of India, procedures involved in Exports and assistance and incentives from governments to enter in international market. 					
UNIT – I		Lecture Hrs: 8			
International Marketing: Scope and Significance of International Marketing, The importance of international marketing, Differences between international and domestic marketing, legal environment and regulatory environment of international marketing.					
UNIT – II		Lecture Hrs: 12			
International Market Entry Strategies: Indirect Exporting, , Direct Exporting, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.					
UNIT - III		Lecture Hrs:12			
International product management: International product positioning, Product saturation Levels in global Market, New products in International Market, Products and culture, brands in International Market.					
UNIT – IV		Lecture Hrs:12			
International Marketing Channels: Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy, Selecting Foreign Country Market intermediaries. The management of physical distribution of goods, Grey Market goods.					
UNIT – V		Lecture Hrs:12			
Export Marketing: Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.					
Textbooks:					
<ol style="list-style-type: none"> International Marketing, Michael R.Czinkota, Likka A Ronkainen, Cengage . Global marketing Management , Keegan, Green, 4/e, Pearson 					
Reference Books:					
<ul style="list-style-type: none"> International Marketing Analysis and Strategy, Sak Onkvisit, John J. Shaw, PHI. International Marketing, Philip R. Cateora, John L. Graham, Prasanth Salwan, TMH. International Marketing, Vasudeva PK, excel. Global Marketing, Management, Lee, Carter, Oxford. International Marketing and Export management, Albaum , Pearson Education. Global Marketing, Johansson, TMH. Integrated Marketing Management – Text and Cases, Mathur, Sage. 					
Online Learning Resources:					
https://onlinecourses.nptel.ac.in/noc22_mg50/preview https://www.iimb.ac.in/InternationalMarketing https://www.swayam.gov.in/InternationalMarketing					