

Programme : Master of Commerce [M.Com]
 Course Code : COM-629
 Course Title : International Marketing
 Number of Credits : 4
 Effective from AY : 2022 – 2023

Pre-requisites for the Course:

NIL

Objectives of the Course:

1. To understand International marketing and the Global marketing environment.
2. To understand the Product Strategy, Branding, and Pricing of products.
3. To acquire knowledge and understanding of International marketing research, Global E-marketing, communicating, and negotiating with customers.

Course Content

Unit 1	Introduction to International Marketing and Global Marketing Environment	15 Hours
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Introduction to International Marketing – Introduction – Scope of International Marketing - Environmental and Cultural Dynamics of Global Markets - Main Functions in International Marketing - International Marketing vs. Domestic Marketing - Principles of International Marketing - Management Orientations (Ethnocentric, Polycentric, Regiocentric, and Geocentric Orientations) - Benefits of International Marketing.
Global Marketing Environment – Definition – Reasons for Global Marketing Environment – Models of Environmental Analysis – PEST – SLEPT – STEEPLE - Factors within the Global Environment.

Unit 2	Product Strategy and Branding for International Markets	15 Hours
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International Products - New Product Development (Identifying New Product ideas – International New Product Department – Testing New products in National Markets)- International Product Planning - Product Adoption vs. Standardization - International Product Marketing - Factors influencing Product Adaptation in International Markets – International Product Life Cycle - Product Strategy (Importance of Product Strategy - Elements of a Product Strategy - Creating Product Strategy - Power of the Product Strategy).
Branding Issues – Strategic International Branding – Themes of Brand as Differentiator – Local Vs. Global Brands – Strategic Advantages of Building International Brands.

Unit 3	Pricing and Communication Decision for International Markets	15 Hours
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Pricing Decisions - Factors affecting International Pricing Strategies - Factors affecting Pricing Decisions - Pricing Approaches - Pricing Issues in International Marketing.
Communication in Marketing - Steps in Developing an Effective Communication - Integrated Marketing Communication - Global Communication Strategy - Factors Influencing Communication Decisions – Advertising - Public Relations - Personal Selling - Sales Promotion.

Unit 4	Negotiating with International Customers, International Marketing Research, and Global E-Marketing	15 Hours
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Negotiating with International Customers – The Pervasive Impact of Culture on Negotiation Behaviour - Implications for Managers and Negotiators - Negotiations with Interest to Customers - Cultural Differences - Differences in Language and Non-verbal Behaviours – Differences in Values - Differences in Thinking and Decision-making Process.

International Marketing Research - Scope of International Marketing Research - Research of Industry, Market Characteristics, and Market Trends (Buyer Behaviour Research -Product Research - Distribution Research - Promotion Research - Pricing Research).

Global E-Marketing - Benefits of Global E-Marketing - Factors influencing the Global E-Marketing Strategy (Diversity of regulations - Infrastructure - Geographical distance - Language - User Demographics - Buyer behavior - Payment systems).

Pedagogy:

The following methods and forms of study are used in the course

- Lectures, Case Studies, and Self-study (doing home assignments based on reading and understanding different International marketing)
- Self-study on reading reference books in International marketing management to understand the importance of international marketing, product decisions, pricing decisions, marketing research, communication, and negotiating with customers.
- Review sessions with self-learning, i.e., of advanced areas in the course with the latest developments.

Reference / Readings:

1. Gerald Albaum, Edwin Duerr and Alexander Josiassen; *International Marketing and Export Management*; Pearson, 8th Edition, 2016.
2. Kiefer Lee and Steve Carter; *Global Marketing Management*; Oxford University Press, India, 3rd Edition, 2012.
3. Michael R. Czinkota and Ilkka Ronkainen; *International Marketing*; South-Western College Publishing, India, 11th Edition, 2022.
4. Phillip R. Cateora, John L. Graham and Mary C. Gilly; *International Marketing*; McGraw-Hill Education. India, 18th Edition, 2019.
5. Sak Onkvisit and John J. Shaw; *International Marketing: Strategy and Theory*; Routledge Publishing, India, 5th Edition, 2008.
6. Shakeel Ahmad Siddiqui; *International Marketing*; Dreamtech Press, India, 1st Edition, 2011.
7. Vasudeva PK; *International Marketing*; Excel Books, India, 4th Edition, 2010.

Online Resources:

Online E-Books:

1. International Marketing: Analysis and Strategy By John Shaw, Sak Onkvisit
<https://www.pdfdrive.com/international-marketing-analysis-and-strategy-fourthedition-e18760455.html>
1. International Marketing by Francis Cherunilam
<https://www.pdfdrive.com/international-marketing-e53714846.html>
2. International Marketing & Export Management by Gerald Albaum & Edwin Duerr
<https://www.pdfdrive.com/international-marketing-export-managemente188290586.html>

Website Links:

1. https://www.tutorialspoint.com/advertisement_and_marketing_communications/marketing_communications_introduction.htm
2. <https://www.linkedin.com/pulse/difference-between-swot-pest-steep-steeple-analysismohammadpourfard/>
3. <https://www.business-to-you.com/scanning-the-environment-pestel-analysis/>
4. <https://strategicmanagementinsight.com/tools/pest-pestel-analysis.html>
5. <https://nptel.ac.in/courses/110/104/110104068/>
6. <http://egyankosh.ac.in/handle/123456789/3159>