

INTERNATIONAL MARKETING:

Objectives : This course is intended to emphasize the concept of Internationalisation of Enterprise, especially considering the competitive global situation. This course will lay special emphasis on Exports and a total study on various methods of Exports will be detailed Strategic planning for exports including the comparative advantages of Nations will be analysed. The Exports scenario in specific reference to Indian context including Export Promotion and incentives, the Government and Institutional support and the Export Policy and procedures along with documentation requirements can be discussed.

Unit – I :

Global Marketing : Identifying foreign markets and opportunities -International marketing task and philosophy.

Unit – II :

International Marketing Variations : Direct exports – FDI – Joint ventures – subsidiaries – licensing – Franchising / contracts and Contracting / Barter and Counter trade / Alliances / Mergers and Acquisitions.

Unit – III :

International Product Policy Planning Moving Products across Borders – Pricing for exports and Logistics.

Unit – IV :

International Promotion – Advertising, other forms & Sales force.

Export structure – selection on channels & Appointment of Agents & Distributions.

International Marketing Intelligence – Sources – Research / Evaluation & Organisation.

Unit – V : Exports : Indian Context

- Balance of payments
- Export Promotion and incentives
- Governmental and Institutional support
- Exchange control & Export credit
- Export Houses / Trade Houses / FTZ's STC's
- Export procedure and documentation.

References:

1. International Marketing by V.H.Kirpalani.
2. International Marketing Management – An Indian Perspective by Varshney and Bhattacharya, Sultan Chand & Sons.