

ELECTIVE COURSE II (B) – EXPORT MARKETING

Credit Allotted: 4

Max. Marks: 75

Objective: To make the students aware of Export Marketing practices

Unit I

Introduction to Export Marketing : Meaning – objectives – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.

Unit II

Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation.

Unit III

Steps involved in export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents – Regulatory documents – ISO Certificate.

Unit IV

Export Policy and Promotion: EXIM Policy – Regulation of export trade – Organisations for promoting export – incentives and assistance – Export Houses – Trading Houses.

Unit V

Institutions engaged in financing export – ECGC – EXIM Bank – Organisations promoting export – Commodity Board – EPC – STC – MMTC.

BOOKS FOR REFERENCE :

1. Export Marketing – Balagopal, T.A.S., Himalaya Publishing House.
2. Export Marketing – Rathor, B.S., and Rathor, J.S., HPH.
3. International Trade and Export Management – Francis Cherunilam.