

**INTERNATIONAL MARKETING**

**UNIT – I**

**GLOBAL MARKETING:**

- Identifying foreign markets and opportunities.
- International Marketing task and Philosophy.

**UNIT – II**

Direct Exports – EDI – 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 - International promotion: Advertising, other forms and sales force.

**UNIT – IV**

Export structure : Selection of channels and appointment of agents and Distributors – International Marketing Intelligence – Source – Research/Evaluation and organization.

**UNIT – V**

Exports : Indian Context

- Exim Policy 92.97
- Balance of Payments
- Indian Export Structure
- Export Promotion and incentives
- Government and Institutional support
- Export Control and Export Credit
- Export Houses/Trade Houses/FIZS/STCS
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- Export procedure and documentation.

Text Book:

International Marketing by V.H.Kirpalani.