



## **Masters of Business Administration (MBA) – Semester - 3**

### **Course Teaching Plan**

**Course Title: International Marketing**

**Course Code:340039314**

**Course Credit: 4**

**Course Introduction**

International marketing is a course which will help all the participants to understand the requirements of various countries and factors which are impacting on consumer decision making in different countries. Course enables and creative thinking among students about designing an international marketing mix by considering branding, marketing communication, ecommerce and various channels for selling products in international market.

#### **Course Objectives:**

- (1) To develop ability to analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products/services to foreign countries
- (2) To identify the issues related to design and implementation of International Marketing Strategy
- (3) To analyze factors affecting international marketing environment
- (4) To Develop strategies for market entry and expansion to foreign markets.

#### **Course Learning Outcomes:**

- CLO1: Develop ability to analyze factors affecting international market environment and globalization
- CLO2: Understanding of Social ,cultural, economical, legal, geographical factors affecting product and buying decisions
- CLO3:..Developing Strategies for new international market entry and growth
- CLO4 Designing marketing communication mix for a specific country
- CLO5 Analyzing issues related to new country identification and understanding international segment

#### **Activity based Session Plan( 45 Hours):**

Session No	Syllabus Content

	<b>UNIT 1(Introduction to International Marketing)</b>
1-4	Introduction to International Marketing ,Environment, marketing barriers , Importance of international marketing and Globalization Management Orientation in the context of International Marketing Forces affecting global integration .
5-9	Factors influencing International market Economical environment , Socio-Cultural environment, Political environment, Legal and Regulatory Environment ,Geographical, other trends affecting products and buying decisions  Global Trade Environment
	Unit 2 (International Business strategy )
10-13	Market analysis ,Foreign Market Entry and Expansion Strategies,  International strategies
14-19	Identifying a right international market ,understanding of the market through scanning, Modes of Entry and establishing channels to international markets
	Unit 3(International Marketing Mix)
20-24	International marketing mix Global Market Segmentation, Targeting and Positioning Product and brand decisions Pricing decision Distribution channels and sales Global integrated marketing communication
	Unit 4(International marketing with technology)

25-30	<p>E commerce and E Technologies in the context of International Marketing ,digital channels for international market</p> <p>Ethics and Social Responsiveness in the context of International Marketing</p> <p>Importing, Exporting and Sourcing in the context of International marketing</p> <p>Export procedure and documentation.</p>
	Unit 5(Experiential learning through Project)
31-40	<p><b>Country Study project</b></p> <p>Stage 1 Group formation of 5 students in each group</p> <p>Stage 2 Selection of one country</p> <p>Stage 3 Study geographic ,demographics, socioeconomic environment, economical environment ,culture ,legal environment, market analysis</p> <p>Stage 4 Identify business opportunity with India, sectors of export and import with India</p> <p>Stage 5 Based on country Identify a product to sell and prepare Marketing communication mix</p> <p>Stage 5 Prepare a country study report and presentation</p>

### Assessment Scheme :

Specific	% Weight age	CLO to be assessed					Theory	Practical
assessment method		CLO 1	CLO 2	CLO3	CLO4	CLO5		
<b>Exams</b>	<b>50%</b>	✓	✓	✓	✓	✓	✓	
<b>Case Analysis</b>	<b>10%</b>	✓	✓	✓	✓	✓	✓	✓
<b>Country Study Project work(Evaluation Done by Panel )</b>	30%	✓	✓	✓	✓	✓	✓	✓
<b>Movie Assignment</b>	10%	✓	✓	✓	✓	✓	✓	✓

### CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1 Develop ability to analyze factors affecting international market environment and globalization	5	5	5	5	5
CLO2 Understanding of Social ,cultural, economical, legal, geographical factors affecting product and buying decisions	5	4	5	4	5
CLO3: Developing Strategies for new international market entry and growth	5	5	5	4	5
CLO4: Designing marketing communication mix for a specific country	5	4	5	4	5
CLO5: Analyzing issues related to new country identification and understanding international segment	5	5	5	4	5

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

**Educational Resources**

<b>Educational Resources</b>	<b>Description</b>
<b>i. Text Book</b>	International marketing by Sak Onkvisit and John J. Shaw
<b>ii. Reference Book</b>	(1)International Business – Elements and Operations by Daniels  (2) International marketing by Justin Paul  (3) Keegan, W.J., and Green, M.C., Global Marketing, New Delhi: Pearson India Education Services Pvt. Ltd.
<b>iii. Journals/ Magazine/periodicals/Books</b>	International Marketing Review
<b>iv. Video lecture</b>	<b>International and global trends ,Examples</b>
	<b>Dove, McDonalds, Star bucks ,Nestle</b>