

GUJARAT TECHNOLOGICAL UNIVERSITY

Integrated Master of Business Administration

Year – 4 (Semester –7) (W.E.F. Academic Year 2017-18)

Specialization: International Business Management

Subject Name: International Marketing (IM)

Subject Code: 2577141

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none">Understanding of the characteristics of the international market environment and familiarity with theories and strategies of firm internationalisation and multinational enterprises.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none">Demonstrate ability to undertake strategic business analysis for developing international marketing objectives, strategies and plans.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none">Distinguish the cultural disparities across the world and identify the impact of these disparities on international marketing activities of a firm.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none">Illustrate the necessary modifications that need to be made to the marketing mix, to cater to the values, ethics and cultural sensitives of the foreign market.
Effective Communication (EC)	<ul style="list-style-type: none">Develop written and oral communication skills required to articulate marketing mix strategies for global markets.
Leadership and Teamwork (LT)	<ul style="list-style-type: none">Ability to work together with specialists from different functional backgrounds.Apply interpersonal skills to manage an international marketing team.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to International Marketing: <ul style="list-style-type: none">Definition, Nature, Importance & Scope, International Marketing Management Process, Influence of physical, economic, socio, cultural, political and legal	10	18

	environments on international marketing, scanning and monitoring global marketing environment		
II	International Market Segmentation and Positioning: <ul style="list-style-type: none"> ▪ Screening and market selection ▪ International marketing research ▪ Information for international marketing decisions ▪ Market entry strategies ▪ International Product Planning: <ul style="list-style-type: none"> ▪ Product and Service decisions, standardization v/s adaptation, Country – of – origin effect, managing the product line, International Product Life Cycle, New Product Development 	10	18
III	Pricing for International Markets: <ul style="list-style-type: none"> • Factors affecting international pricing decisions, international pricing process and policies, transfer pricing International Distribution: <ul style="list-style-type: none"> • Distribution channels, selection of overseas agents, international logistics, transportation, warehousing, insurance 	10	17
IV	International Promotion: <ul style="list-style-type: none"> • Issues and challenges in communicating across countries, international promotional tools – Advertising, personal selling, publicity and sales promotion, developing an international promotion campaign, trade fairs, exhibitions Organizing and Control	10	17
V	Practical: <ul style="list-style-type: none"> • Student should study at least four to five Cases in above areas of subject as applied in any one Company / SME, and make a Public Presentation the class in presence of preferably an International Marketing / Export Manager / Consultant. • Students may visit an export firm and identify its reasons for entering into international markets. Subsequently, they can correlate the motives and entry strategies with the concepts taught in class. • Identify through secondary data, how transnational firms and MNCs adapt / standardize their offerings. 	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Warren K. Keegan, Mark C. Green	Global Marketing	Pearson	2016 / 9 th
2	Gautam Dutta	Global Marketing	Pearson	2017 / 1 st
3	Michael R. Czinkota, IkkaA..Ronkainen	International Marketing	Cengage	2017 / 10 th
4	Rakesh Mohan Joshi	International Marketing	Oxford	2014 / 2 nd
5	Justin Paul, Ramneek Kapoor	International Marketing: Text and Cases	TMH	2012 / 2 nd
6	P K Vasudeva	International Marketing	Excel	Latest
7	Sak Onkvisit John J. Shaw	International Marketing	PHI	Latest
8	Philip R. Cateora, Mary C. Gilly, John L. Graham	International Marketing	McGraw Hill	2017 / 15 th
9	R. Srinivasan	International Marketing	PHI	2016 / 4 th

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. International Journal of Logistics and Supply Chain management
2. Asia Pacific Journal of Marketing
3. International Journal of Advertising
4. Global journal of Marketing
5. International Journal of Marketing Studies