

BBA III Year	BBA-E515/615		Semester-V/VI		
	International Marketing				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

OBJECTIVES: The course is designed to equip students with the knowledge of international marketing.

- Framework of international marketing. Intra firm & environmental factors, social cultural, economic, political & legal aspects, Difference between domestic marketing, International marketing, Definition & concept. **(12 Hours)**
- Policy framework, Indian Trade Policy, Recent trends in Indian foreign trade, Basic steps in starting an export business – An overview of licensing regulations & Procedures. **(13 Hours)**
- International Marketing Decisions - Product planning for export manufacturing firms & export houses. Identifying foreign markets, market research overseas. Market entry. Export pricing-International terms, payment terms. Distribution logistics for export, foreign sales agent selection & appointment. Promotion of products/ services abroad overview, merchandising, Trade fairs/exhibition, Institutional infrastructure for export in India, Export Assistance. **(15 Hours)**
- Introduction to Export documentation and procedures, framework, pre shipment & post shipment documents, Role of ITPO in export promotion, quality control & pre shipment inspection, Labelling/packing, Marking of consignments, Marine/cargo insurance etc. **(20 Hours)**

SUGGESTED READINGS:

1. Cateora, P. & Graham.(2001). *International Marketing*. Kolkata: McGraw Hill.
2. Keegan, W.J. (2000).*Multinational Marketing Management*. New Delhi: Prentice Hall.
3. Muhlbache, H. (2006).*International Marketing-A Global Perspective*. USA: Cengage Learning
4. Terpestra, V. &Saratnag, R.(2000). *International Marketing*. Mumbai: Naper Publishing Group.
5. Varshney & Bhattacharya.(2005). *International Marketing Management*.Meerut: Sultan Chand &Sons.
6. Saraswati, B. (2018) *The Globalisation of Indian business- Cross- Border Mergers and Acquisitions in Indian Manufacturing*. Routledge , Taylor and Francis Group.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.