

BBA III Year	BBA-E527/627		Semester-V/VI		
	Transnational And Cross Cultural 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

OBJECTIVE: The purpose of this paper is to provide an understanding of the impact the cultural differences have on global marketing. The methods of price decisions in international markets shall also be taught.

- Global Marketing, the scope and challenge of international marketing, the global Manager, importance of Global Markets, development of Global Marketing. Cultural and social forces, definition of culture, cultural values, language and communication. Cultural differences. Impact of social and cultural environment on marketing industrial and consumer products. **(15 Hours)**
- Developing a global vision through marketing research. Scope of international marketing research. Problems: Collecting primary data, Use & non-availability of secondary data. Multicultural research- Research on internet. Estimating market demand, problems in analyzing and interpreting research information. Responsibility for conducting marketing research, communicating with decision makers. **(15 Hours)**
- Outsourcing Research, developing a Global Information System, Global Product Strategies, Product Design, Packaging and Labelling, Warranty and Service Policies, New Product Development, Global Strategies for Services & Brands, Marketing Services including Social Marketing. **(15 Hours)**
- Pricing decisions: Global Pricing Framework, Pricing Basics, Marginal Cost Pricing and its importance, Transfer Pricing, Counter trade, Systems Pricing, Pricing and positioning, price quotation – preparation of quotations. Promotion Decisions: Promotions – international advertising – sales promotion in international markets –international advertising – direct mailing – personal selling – exhibition – generic promotions in international marketing **(15 Hours)**

SUGGESTED READINGS

1. Cateora, P., R., & Graham, J. L.(2003). *International Marketing*. New Delhi: Tata McGraw Hill.
2. Cherunillam, F. (2010).*International Marketing*, New Delhi: Himalaya Publishing House.Keega, J. W. *Global Marketing Management*. (1995).New Delhi: Prentice Hall India.
3. Shaw,J.J.(1997).*International Marketing- Analysis and Strategies*. New Delhi: Prentice Hall India.

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.