

BBA III/IV Year	BBA-E124		Semester-V/VI/VII/VIII		
	International Marketing				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	Analyse environmental variables that influence international marketing.	PO.1 PO.2 PO.3 PO.4 PO.5
CO.2	Describe strategies and tactics that can lead to successful international marketing given those environmental constraints.	PO.1 PO.2
CO.3	Discuss more typical management decisions and problems faced, highlighting those peculiar to the international arena.	PO.1 PO.2 PO.3 PO.4 PO.5
CO.4	Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations.	PO.1, PO.2 PO.3 PO.4 PO.7
CO.5	Understand the documentation required for international marketing affairs.	PO.1 PO.2

- Framework of international marketing. Intra firm & environmental factors, social cultural, economic, political & legal aspects, Difference between domestic marketing, International marketing, Definition & concept. **(10 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. **(10 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. **(10 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. **(10 Hours)**

#### SUGGESTED READINGS:

1. Cateora, P. & Graham.(2020). *International Marketin, 18<sup>th</sup> Edition*. 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. 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.

