

| 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 |
|--|--|---|--------------------|---------------|---------------|
| <b>3 Hrs.</b>                              | <b>30</b>                              | <b>70</b>   | <b>100</b>         | <b>03</b>     | <b>40</b>     |

**OBJECTIVE:** This paper deals with a broad conceptual focus on the marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world market place. The present course explores those aspects of marketing which are unique to international business

- Importance and Challenge of International Marketing-Definition of International Marketing; Domestic Marketing Vs. International Marketing; Categories of International marketing Involvements; International Marketing Task; Nature of International Marketing Management; Characteristics of International Marketing Executives. **Case Study1:** Cilantro Café goes global: reflections on internationalization in Egypt 2.0. **(8Hours)**
- Analysis of International Marketing Environment and Identifying Foreign Markets Political Considerations and Governmental Influences; Cultural and Social Dynamics; Economic Development and Geographical Conditions; Competitive Conditions; Legal and Financial Influences, Trends in WTO, UNCTAD, IMF, WORLD BANK. **(8Hours)**
- International Marketing Intelligence and Research-Analysis of World Market; Market analysis; Purposes and Methods; Marketing Intelligence; International Marketing Research. Ê Planning Entry and Operations Strategies-Export; Franchise, Joint Ventures; Direct Investment; Multinational Operations. **(8Hours)**
- International Product Policies and pricing decisions-Strategic Considerations in Making Multinational Product decisions; Alternative Strategies in Multi-national Product Planning; Methodology in Making Multinational product Decisions. International Pricing Decisions-Price Escalation; International Transfer Pricing; Pricing Strategy; Factors influencing the Establishment of International Prices; Export Pricing, Differential Pricing. **(8Hours)**
- International Distribution System and Logistics-International Marketing Channel Decisions; Importance and Scope of Channel Decisions; Channels between Nations; International Physical Distribution Decisions; Nature of Physical Distribution, Risk management in international marketing, Institutional set-up for promoters, export assistance. **Case Study2:** Piping hot dogs: a case of a Malaysian franchise. **(8Hours)**

**SUGGESTED READINGS:**

1. Brady, D.L. (2011). *Essentials of International Marketing*. New Delhi: Jaico.
2. Cateora, P.R., Graham, J.L., Gilly, M.C. (2014). *International Marketing*. New Delhi: Mcgraw Hill Education.
3. Cherunilam, F. (2012). *International Marketing*. New Delhi: HPH.
4. Ghauri, P. & Cateora, P. (2010). *International Marketing*. New Delhi: TMH.
5. Ilkka, A.R. & Czinkota, M.R. (2013). *International Marketing*. New Delhi: Cengage Learning.
6. Jain, S. & Moitra, R. (2013). *International Marketing*. New Delhi: HPH.
7. Jain, S.C. (2014). *International Marketing Management*. New Delhi: CBS Publishers.
8. **Case Studies1:** Menatallah Darrag, Noha El Bassiouny, (2011) "Cilantro Café goes global: reflections on internationalization in Egypt 2.0", Emerald Emerging Markets Case Studies, Vol. 1 Issue: 3, pp.1-5, <https://doi.org/10.1108/20450621111172403> Permanent link to this document: <https://doi.org/10.1108/20450621111172403>
9. **Case Studies2** Sethela June, Asmat-Nizam Abdul-Talib, "Piping hot dogs: a case of a Malaysian franchise", Emerald Emerging Markets Case Studies, (2011), <https://doi.org/10.1108/20450621111127421>

**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.

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| <b>MBE II Year</b> | <b>MBE-E325/425</b>    | <b>Semester-III/IV</b> |
|                    | <b>Rural Marketing</b> |                        |