

INTERNATIONAL MARKETING

1. Concept of International Marketing and its scope., Objectives of International Marketing, Challenges and opportunities in International Marketing. Underlying forces of International Marketing, Motives behind going International
2. Global Marketing Environment—Economic Environment, Socio cultural Environment, Legal and statutory framework, Need for Environmental analysis, Country Risk Analysis
3. Global Marketing Research and information System, Challenges in International Marketing, Research Process of International Marketing, Research Significance of Desk Research(Secondary Data) in International Marketing Research
4. Foreign Market Entry strategies; their merits and demerits
5. MNE and lifecycle of its products, Basic product strategies Global product designing-factors involved.
6. International Pricing, Decisions and factors influencing these decisions Uniform pricing V/s Market by market pricing
7. Brief introduction to physical channels of distribution for International Markets. Difficulties in designing International Distribution channels
8. Global Advertising –Issues and challenges, Merits & demerits of standardized global advertising theme, Push V/s Pull Strategies for International Markets

Books Recommended for International Marketing

1. International Marketing by Cateora
2. Global Marketing Management by Warren Keegan
3. Global Marketing Strategies by Jeannet
4. International Marketing Management by Subhash Jain
5. International marketing-Cateora Graham(Tata)
6. International Business Environment-Francis Cherunilam
7. Global Marketing-Foreign Entry,Local Marketing and Global Management-Johny K.Johanson