

International Marketing with emphasis on Emerging markets

Course Contents:

- 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 Concept of Emerging Markets, distinguishing characteristics, growth patterns, discussion of key emerging markets
- 3 Global Marketing Environment—Economic Environment, Socio cultural Environment, Legal and statutory framework, Need for Environmental analysis, Country Risk Analysis
- 4 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
- 5 Emerging Market Entry strategies; their merits and demerits
- 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 especially w.r.t. To emerging markets

Case studies from various emerging markets to be discussed in the Classroom.

Resources:	
Text Books	International Marketing by Cateora and Graham
	Global Marketing Management by Warren Keegan
	Global Marketing Strategies by Jeannet
	<ul style="list-style-type: none"> • Brand Breakout: How Emerging Market Brands • Will Go Global, Nirmalya Kumar and Steenkamp
	International Marketing Management by Subhash Jain
Refere nce Books	International Business Environment-Francis Cherunilam
	Global Marketing-Foreign Entry,Local Marketing and
	Global Management - Johny K.Johanson
	<ul style="list-style-type: none"> • Winning in Emerging Markets: A Road Map for • Strategy and Execution – Tarun Khanna
	<ul style="list-style-type: none"> • Harvard Business Review on Thriving in Emerging Markets
	<ul style="list-style-type: none"> • International Business Marketing in Emerging Country • Markets: The Third Wave of Internationalization of Firms – • Hans Jansson

	<ul style="list-style-type: none"> • The Economist Guide to Emerging Markets: Lessons for • Business Success and the Outlook for Different Markets (Economist Books) – Manktelow and Wallin
<p>Journals</p>	<p>Jagdish N. Sheth (2011) Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices. Journal of Marketing: July 2011, Vol. 75, No. 4, pp. 166-182.</p> <p>'Building Brands in emrging Markets'</p> <p>http://www.mckinsey.com/insights/winning_in_emerging_markets/building_brands_in_emerging_markets</p>