



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-17)

Programme Name: PGDM Semester: VI
Name of the subject: **International Marketing**
Maximum marks: 100 No. of Sessions: 10
Name of the Faculty: Prof Mahesh Bhanushali
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Weblink:

Learning Objectives:

To develop an understanding of key issues in marketing across borders
To make students aware about the Export/Import documentation Process
To study the impact of various factors on a firm's business model and entry modes in international markets
To make student understand the FTP, Export/Import implication on Indian Economy

Reference Books:

Global Marketing, Warren J. Keegan, Mark C. Green, Pearson
International Marketing, Vern Terpstra, James Foley, Naper publishing group
International Marketing, Rakesh Mohan Joshi, Oxford Higher Education (Available in Library)



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Balance of Trade, Balance of Payment, Trade Barriers, India's Trade Statistics. Competing in international markets: advantages of going global; Market Analysis: infrastructure, Internet/mobile penetration etc	http://commerce.nic.in/eidb/default.asp for Current statistics on Export/Import data, commodity exchange, Country wise and commodity wise data. International Marketing, Rakesh Mohan Joshi, Oxford Higher Education (Available in Library) Page 4 to 30 for reference	To understand issues in deciding whether the firm should go global and the trade-offs involved	Quiz and Discussions
2	How to export?	http://dgft.gov.in/ http://dgft.gov.in/exim/2000/ieonlinehelp.pdf Book Export Do it Yourself Book Available in Institute Library	To understand issues which determine which	Activity of presentation on how to open a trading/export firm in India



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	Market Entry Strategies: types of entry, determinants of entry – consumer behavior, demographics, Country of origin, national brand preferences; Free trade agreements with other countries, legal and regulatory barriers etc.		country to enter	
3	Segmentation of markets: identifying segments in countries/regions to target with a marketing programme, Positioning (common/ countryspecific), consistency of product messages across countries, universal themes to connect consumers globally	International Marketing, Rakesh Mohan Joshi, Oxford Higher Education Page 248 to 256	Understanding STP in the global context	Case Study discussions



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4	Export Promotion councils, International Market Research: Primary and secondary research, issues in field studies, quality and availability of data, challenges and limitations of international market research	International Marketing, Vern Terpstra, James Foley, Naper publishing group http://howtoexportimport.com/How-to-get-RCMC-from-Export-Promotion-Councils-197.aspx	To understand challenges in international market research	Quiz
5	Product adaptation: Keegan's matrix, balance between customization and standardization of products, impact of culture, economy, and country innovativeness on diffusion of innovation, legal issues in packaging including the impact of WTO Sanitary and Phyto-sanitary	Global Marketing, Warren J. Keegan, Mark C. Green, Pearson	Understand issues in product diffusion globally	Discussions



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	standards (SPS)			
6	Global branding: Kotler and Keller's "10 commandments of Global branding", consistency of brand cultures, role of different authors on branding : popular culture, company, consumers, influencers	Global branding: Kotler and Keller's "10 commandments of Global branding"	Understand how to build global brands	Presentations
7	Pricing: importance of gray channels, pricing corridor, transfer pricing and dumping in international markets	International Marketing, Rakesh Mohan Joshi, Oxford Higher Education	Understand issues in pricing decisions	Discussions
8	Promotions: legal and cultural issues in promotions across borders; difficulties in translating into foreign languages and blunders thereof	International Marketing, Rakesh Mohan Joshi, Oxford Higher Education	To understand the issues in cross-cultural promotions	Discussions



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9	Channel management: complexity in different methods of product distribution, addressing issues, Omni channels, cultural issues determining channel choices, conflicts and resolution	http://www.icmrindia.org/free%20resources/casestudies/Business%20Strategy%20freecasep1.htm Kinetic Honda Case Study	To understand strategic issues in managing channels across borders	Case Study Kinetic Honda
10	INCOTERMS: Letter of credit – implications and cautions, DA/DP, FOB,C&F, CIF, FAS etc.	Global Marketing, Warren J. Keegan, Mark C. Green, Pearson	To understand incoterms in international trade	Class Test

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Academic Assignment And Presentation	<u>Export Import Presentation</u>	<u>To understand the process of export</u>	http://howtoexportimport.com/How-to-get-RCMC-from-Export-Promotion-Councils-197.aspx



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2	Group Discussion	<u>Case Study</u> <u>Distribution In IM</u>	<u>To understand the factors</u> <u>affecting IM Distribution</u>	http://www.icmrindia.org/free%20resources/casestudies/Business%20Strategy%20freecase1.htm



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Class Test	20
Presentation	Presentation on Opening a Export firm/Business in India	10
Case Study	-	
Participation	Attendance and Interaction	10
Others	-	

Signature of Faculty

Signature of the Co-ordinator