

PREPARATION OF LESSON PLAN

COURSE / SUBJECT OBJECTIVES – The objective of the subject is to familiarize the students with the important dimensions, concept and techniques of the changing scenarios related to markets and marketing.

1. **TIME/HOURS REQUIRED** – 60 hours
2. **INPUT - What - CURRICULUM CONTENT**
3. **PROCESS** – through lectures and videos/presentations/case studies/role play/ etc.
4. **OUTPUT** – To understand the various concepts and techniques related with handling the various marketing activities in an international context.
5. **ASSESSMENT** – different types of tests to gauge the knowledge of a student.

Step 1: PREPARATION OF LESSON PLAN FRAMEWORK (module wise)

Sample Lesson Plan framework

Module – 1 : Introduction to International Marketing

Unit/ Session/ Hours (Time Required)	Topics For Student Preparation (Input)	Procedure (Process)	Learning Outcome (Output)	Assessment
10 hours	Introduction to International Marketing - characteristics, importance, motives, problems and factors affecting International Marketing. The economic interdependence of nations, the international marketing tasks, International Marketing Vs Domestic Marketing, International Orientations, International Stages, International Marketing decisions, driving and restraining forces,	• Lecture, you tube videos. • Activity Role play Case studies Presentations Discussions etc.	Concepts & skills • Introduction about International Marketing. • problems and factors affecting International Marketing • International Marketing Vs Domestic Marketing • International Stages, International Marketing decisions, driving and restraining forces	LEARNING CONFIRMATION – EVALUATION (through tests, projects, assignments etc)

	participants in International Marketing, Future of International Marketing.		• Future of International Marketing	
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Module 2 – International marketing environment

15 hours	International marketing environment – analysis of economic, social, political, legal, demographic, cultural and technological environment. International trading environment – trade barriers, trade agreements, trading blocks, cartels and multi national trade negotiations. Objectives of major regional grouping ; European Unions , south asia association f or regional coordination (SAARC), GATT/WTO and Trade liberalization, the Uruguay round, and an evaluation of general agreement on trade in services(GATS), Trade related Investment measures (TRIMS), Trade related aspect of intellectual property rights (TRIPS).	• Lecture, you tube videos. • Activity Role play Case studies Presentations Discussions etc.	• analysis of economic, social, political, legal, demographic, cultural and technological environment. • International trading environment • trade agreements, trading blocks, cartels and multi national trade negotiations. • SAARC,EU, GATT/WTO • TRIMS, TRIPS	LEARNING CONFIRMATION - EVALUATION (through tests, projects, assignments etc)
Module 3 -	International Market Selection			
09 hours	International Market	• Lecture,	• .	LEARNING

	Selection-Market Selection process, determinants of Market Selection, process of market segmentation, requisites of sound International Market Segmentation, market entry strategies.	you tube videos. • Activity Role play Case studies Presentations Discussions etc.	• Market Selection process, determinants. • Process of market segmentation • market entry strategies.	CONFIRMATION - EVALUATION (through tests, projects, assignments etc)
Module 4	International Product and Pricing Decisions			
10 hours	International Product Life Cycle (IPLC), IPLC stages and characteristics, international product policy, product strategies, Globalization Vs Localization, marketing mix, factors affecting pricing, information requirement for export pricing, export price structure, steps in export pricing.	• Lecture, you tube videos. • Activity Role play Case studies Presentations Discussions etc.	• IPLC • Globalization Vs Localization • international product policy • factors affecting pricing • export price structure and steps involved.	LEARNING CONFIRMATION - EVALUATION (through tests, projects, assignments etc)
Module 5 10 hours	International promotion and distribution strategies - major decisions in international marketing communication, product communication strategies, problems in international marketing communication, advertising and regulation, international marketing channel system, types of foreign	• Lecture, you tube videos. • Activity Role play Case studies Presentations Discussions etc.	• International promotion and distribution strategies • international marketing communication • advertising and regulation • international marketing channel system • types of foreign intermediaries • factors	LEARNING CONFIRMATION - EVALUATION (through tests, projects, assignments etc)

	intermediaries, factors influencing channel selection, distribution issues and international logistics.		influencing channel selection, distribution issues and international logistics.	
Module 6	Other dimensions in international marketing			
6 Hours	. Other dimensions in international marketing – balance of payment, instruments of trade policy, tariff and non-tariff barriers, exchange control. Management of risks in international marketing: commercial, political ,cargo, credit exchange fluctuation risks and risks arising out of foreign laws.	Lecture /videos,and presentation.	• balance of payment • instruments of trade policy, tariff and non-tariff barriers • exchange control. • Commercial, political ,cargo, credit exchange fluctuation risks and risks arising out of foreign laws.	Discussion.

PS - The lesson plan is subject to students Grasping Ability and understanding capacity. Good power to understand and relate to the topics with real world outside may reflect a change in the number of hours allotted for each module.

Step 2- LESSON PLAN PREPARATION HOURLY WISE

Sample lesson plan based on hourly wise break up for an individual subject

Subject Name: INTERNATIONAL MARKETING

Lecture hours: 60

Objective: The course will provide the students a conceptual knowledge and practical insight into the various functions of International human resource manager. The course will also help students with the important dimensions, concept and techniques of the changing scenarios, issues and challenges related to people and work at the workplace.

Sl.	UNIT & OBJECTIVES	No. of Lecture	Methodology/ Instructional	Evaluation/ learning
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No		Hours	techniques	confirmation
UNIT I	Introduction to International Marketing -	10 hours		
1.	characteristics, importance, motives, problems and factors affecting International Marketing.	4	Lecture	Question and Answer
2.	The economic interdependence of nations, the international marketing tasks, International Marketing Vs Domestic Marketing,	2	Lecture	Question and Answer
3.	International Orientations, International Stages, International Marketing decisions,.	3	Illustrations	Illustrations
4.	driving and restraining forces, participants in International Marketing, Future of International Marketing	1	Lecture	Question and Answer
UNIT II	International marketing environment -	15 Hours		
1.	analysis of economic, social, political, legal, demographic, cultural and technological environment.	2	Lecture	Question and Answer
2.	International trading environment – trade barriers, trade agreements, trading blocks, cartels and multi national trade negotiations.	5	Illustrations	Illustrations
3	Objectives of major regional grouping ; European Unions , south asia association f or regional coordination (SAARC), GATT/WTO and Trade liberalization, the Uruguay round, and an evaluation of general agreement on trade in services(GATS), Trade related Investment measures (TRIMS), Trade related aspect of intellectual property rights (TRIPS).	8	Illustrations	Illustrations
UNIT III	International Market Selection-	9 Hours		
1.	Market Selection process, determinants of Market Selection,	3	Illustrations	Illustrations
2.	process of market segmentation, requisites of sound International Market Segmentation, market entry strategies.	5	Illustrations	Illustrations
6.	Beyond syllabus – case, presentation, video etc.	1	Lecture	Question and Answer
UNIT	International Product and Pricing Decisions	10 hours		

IV				
1.	International Product Life Cycle (IPLC), IPLC stages and characteristics	1	Lecture	Question and Answer
2.	, international product policy, product strategies, Globalization Vs Localization,	3	Lecture	Question and Answer
3.	marketing mix, factors affecting pricing,	2	Lecture	Question and Answer
4.	information requirement for export pricing, export price structure, steps in export pricing.	3	Illustrations	Illustrations
10.	Beyond Syllabus – discussion/ case/role play	1	Activity	Activity
UNIT V	International promotion and distribution strategies	10 Hours		
1.	International promotion and distribution strategies – major decisions in international marketing communication,	3	Lecture	Question and Answer
2.	product communication strategies, problems in international marketing communication,	2	Lecture	Question and Answer
3.	advertising and regulation, international marketing channel system, types of foreign intermediaries,	2	Activity	Activity
4.	factors influencing channel selection, distribution issues and international logistics.	2		
5.	Beyond syllabus - discussion/ case/role play	1	Lecture	Question and Answer
UNIT VI	Other dimensions in international marketing	6 hours	Lecture	Question and Answer
1.	. Other dimensions in international marketing – balance of payment, instruments of trade policy, tariff and non-tariff barriers, exchange control. Management of risks in international marketing: commercial, political ,cargo, credit exchange fluctuation risks and risks arising out of foreign laws.	6	Lecture	Question and Answer

CIA – Probable dates – 28/11/16 to 30/11/16.

Nature – short movie making/PPT Presentations/Collage making.

CIA – Probable dates – 20/02/17 to 22/02/17.

Nature –short movie making/PPT Presentations/Collage making.

References

1. *INTERNATIONAL MARKETING – sunil gupta and kulbhushan chandel, kalyani publishers.*
2. *INTERNATIONAL MARKETING – srinivasan R, PHI Learning Private Limited.*

Prepared By:
Dr. Shubhra Rahul

Approved By: