

# LESSON PLAN HOURLY WISE

Subject Name: INTERNATIONAL MARKETING

Lecture hours: 42

**Objective:** *The course aims at making students understand the concept and techniques of international marketing and train them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.*

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/ learning confirmation
<b>UNIT I</b>	<b>International Marketing</b>	<b>6</b>		
1.	Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G Approach: An overview of the International Marketing Management Process; International Marketing Environment.	2	Lecture and Examples	Question and Answer
2.	International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.	2	Lecture, illustrations, discussions	Question and Answer

3.	International Marketing Research– problems and issues in Primary research, analysis of competitors, market analysis, Organizing Research.	2	Lecture and Case Study	Quiz
<b>UNITII</b>	<b>International consumer behavior and culture</b>	<b>6</b>		
1.	Consumer behavior – meaning, factors affecting consumer behavior,	2	Lecture, illustrations, discussions	Question and Answer
2.	Types of buying decision behavior, stages in buyer decision process, buyer decision process for new products, consumer behavior across international borders.	2	Lecture, illustrations, discussions	Question and Answer
3.	Culture – meaning, characteristics, forms, measurement of culture.	2	Lecture, illustrations, discussions	Written Work, and Case Study
<b>UNIT III</b>	<b>International Product and Pricing Strategies</b>	<b>8</b>		
1.	Product Designing: Product Standardization Vs. Adaptation; Managing Product Line, International Trade Product Life Cycle, New Product Development;	4	Lecture and Case Study	Case Study
2.	Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale.	4	Lecture, illustrations, discussions	Question and Answer
3.	CIA 1 (Module 1,2,3)	1	MCQs	MCQ Test
<b>UNIT IV</b>	<b>International Distribution Decisions, International Retailing, E-Tailing</b>	<b>08</b>		

1.	Distribution channel strategy- International distribution channels; their roles and functions; selection and management of overseas agents; International distribution logistics- inventory management, transportation, warehousing, and insurance.	4	Lecture and illustrations	Question and Answer
2.	International Retailing –definition, Retail formats – variations in different markets, International food retailers – conventional supermarkets, superstores, warehouse clubs, convenience stores, non store retailing, Network marketing, Issues.	4	Lecture, illustrations, discussions	Question and Answer
3.	E-tailing- meaning, sectors using E-Tailing, types of E-Tailers, barriers, benefits, E-Tailing in India.	2	Lecture, illustrations, discussions	Question and Answer
<b>UNIT V</b>	<b>International Promotion Strategies</b>	<b>6</b>		
1.	Communications across countries-complexities and issues; Country-of-origin effect; International promotion tools and planning;	2	Lecture, illustrations, discussions	Question and Answer
2.	Advertising, personal selling, publicity, and sales promotion; International public relations, Developing international promotion campaign;	2	Lecture, illustrations, discussions	Question and Answer
3.	Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs, and exhibitions.	2	Lecture, illustrations, discussions	Question and Answer
<b>UNIT VI</b>	<b>Global Logistics and Supply Chain Management</b>	<b>8</b>		

1.	Meaning, Concept: Global sourcing, Global manufacturing, managing global logistics, components of global logistics management, Global logistics management process. Guidelines for developing a Global logistics Strategy.	4	Lecture and illustrations	Question and Answer
2.	Supply Chain Management - Meaning, Significance, Objectives, decision phases in a supply chain, process view of a supply chain, Global Supply Chain Management Vs Domestic Supply Chain Management, Problems and challenges facing Global Logistics and Supply Chain Management.	4	Lecture, illustrations, discussions	Question and Answer

Prepared By:

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Approved By: