

## PAPER-IV INTERNATIONAL MARKETING

(Questions will be set from each unit)

### Objective

The objective of this course is to expose students to the conceptual framework of international marketing management.

### Course Inputs

**UNIT - I Introduction to International Marketing** : Nature and significance; Complexities in international marketing; Transition from domestic to transnational marketing; International market orientation - EPRG framework; International market entry strategies.

**UNIT - II International Marketing Environment** : Internal environment; External environment - geographical, demographic, economic socio-cultural, political and legal environment; impact of environment on international marketing decisions.

**UNIT - III Foreign Market Selection** : Global market segmentation; Selection of foreign markets; International positioning.

**Product decisions** : Product planning for global markets; Standardisation vs. Product adaptation; New product development; Management of international brands; Packaging and labeling; Provision of sales related services.

**UNIT - IV Pricing Decisions** : Environmental Influences on pricing decisions; International pricing policies and strategies.

**Promotion Decisions** : Complexities and issues; International advertising, personal selling, sales promotion and public relations.

**Distribution Channels and Logistics** : Functions and types of channels; Channel selection decisions; Selection on foreign distributors/agents and managing relations with them; International logistics decisions.

**UNIT - V International Marketing Planning, Organising and Control** : Issues in international marketing planning; International marketing system; Organising and controlling; International marketing operations.

**Emerging Issues and developments in international marketing** : Ethical and social issues; International marketing of services; Information technology and international marketing; Impact of globalisation; WTO.