



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (BBA)

Subject: International Marketing – BBAMM14314

Type of course: Major (Core)

Prerequisite:

Students should have knowledge of marketing principles and cultural differences, along with basic economic knowledge to navigate global markets effectively.

Rationale:

This curriculum offers a thorough grasp of international marketing, empowering professionals to effectively navigate global challenges and tailor strategies for diverse markets.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr.No	Course content	Hrs.	% Weightage
1	Introduction to International Marketing: <ul style="list-style-type: none"> • Definition, Nature, Benefits, Scope and Challenge of international marketing, Process of Internationalization, Trade Theories • Marketing barriers-tariff and non-tariff barriers. • Contemporary issues in International marketing, Future prospects in International marketing International marketing Environment: <ul style="list-style-type: none"> • Economic Factors, Political Factors, legal Factors, Cultural Factors, Technological Factors, -Appraising opportunities and threats. • Scanning and monitoring global marketing environment • Regional Trade Areas (RTAs) and it's implication for International Marketers 	15	25
2	Research in International Marketing: <ul style="list-style-type: none"> • Consumer Behaviour, Psychological and Social aspects • International segmentation, Targeting & Positioning • Market Entry Strategies International Institutional Infrastructure & Documentation <ul style="list-style-type: none"> • Institutional infrastructure for export in India • Export Assistance • Introduction to Export documentation and procedures, framework, preshipment & post shipment documents. • Documentation in International Trade 	15	25
3	International Marketing Mix Decisions: International Product Planning: <ul style="list-style-type: none"> • Need • Product and Service decisions • Product Standardization v/s adaptation • Managing the product line • Product life cycle in international marketing • New Product Development • Basic considerations in International Product Planning Branding <ul style="list-style-type: none"> • Significance, impact, advantages and disadvantages • Branding and Packaging Decisions 	15	25



	Pricing for International Markets: <ul style="list-style-type: none"> • Factors affecting international pricing decisions, international pricing process and policies • Cost plus pricing and competitive pricing, Skimming and Penetration pricing 		
4	International Promotion: <ul style="list-style-type: none"> • Issues and challenges in communicating across countries • Promotional decisions for international marketing • International promotional tools: Advertising, promotional agencies, personal selling, publicity and sales promotion, Online selling, developing an international promotion campaign, trade fairs, exhibitions International Distribution: <ul style="list-style-type: none"> • Managing international distribution channels: Multinational retailers and Wholesalers, selection of overseas agents • Indirect exporting - exports through foreign distribution • Direct exporting - joint ventures and wholly owned subsidiary, Franchising, international divisions, multinational organizations. • International logistics, transportation, warehousing, insurance 	15	25

Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Trade Barriers Analysis: Students will analyse and write a report on the tariff and non-tariff barriers of a specific product category list provided by faculty in an international market and upload the report on GMIU Web Portal.	10
2	Export Handbook Preparation: Students will Create a handbook detailing the export documentation and procedures required for exporting products from India to a selected international market given by the faculty which will include pre-shipment and post-shipment documents and upload the report on GMIU Web Portal.	10
3	Pricing Strategy Formulation: Students will Develop a pricing strategy for a product intended for international markets. Consider factors affecting international pricing decisions, such as cost-plus pricing, competitive pricing, and market conditions and upload the report on GMIU web portal.	10



4	International PLC Study: Students will Select one International Product of their choice and explain Product life cycle with example of selected product and upload the report on GMIU Web Portal.	10
5	International NPD Creation: Students will Create New Product Development process for a hypothetical product of their choice for International market and upload the PDF on GMIU Web Portal.	10
6	Import/Export Firm Visit: Students will visit a firm of their choice and learn the actual working of that firm and fill a predetermined questionnaire provided by the faculty and upload the report on GMIU Web Portal.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	0%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand key concepts, barriers, environmental factors, and trends in international marketing to inform strategic decision-making.
CO2	Analyze consumer behavior and segmentation with framework and documentation for successful international market entry and exports.
CO3	Develop strategies for international product, branding, packaging and effective pricing for global markets.
CO4	Examine and master international Promotion and Distribution.



Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "International Marketing" by Philip R. Cateora, Mary C. Gilly, and John L. Graham
- [2] "Global Marketing" by Warren J. Keegan and Mark C. Green
- [3] "International Marketing: Strategy and Theory" by Sak Onkvisit and John J. Shaw
- [4] "International Marketing and Export Management" by PI Pearce and M. J. S. Kerr
- [5] "International Marketing: A Strategic Approach" by David A. Aaker and V. Kumar

