



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (MBA)

Subject: International Marketing - MBAMM14515

Type of course: Major (Core)

Prerequisite:

Students should have basic knowledge of marketing principles and strategies, as well as understanding of global business environment.

Rationale:

This course aims to provide students with insights into global markets, helping them develop skills for formulating and executing marketing strategies in an international context, while considering cultural, economic, and legal differences across countries.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | | | Total Marks |
|-----------------|----|----|---------|-------------------|-----|-----------------|----|-----|-------------|
| CI | T | P | C | Theory Marks | | Practical Marks | | CA | |
| | | | | ESE | MSE | V | P | ALA | |
| 04 | 00 | 00 | 04 | 60 | 30 | 10 | 00 | 50 | 150 |

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.

Course Content:

| Sr. No | Course content | Hrs. | % Weightage |
|--------|---|------|-------------|
| 1 | Introduction to International Marketing: Definition and scope of international marketing, Differences between domestic and international marketing, Theories of international trade and their relevance to marketing, Global market entry strategies: Exporting, Licensing, Joint Ventures, and FDI, International market research and analysis, Role of international organizations (WTO, IMF, etc.) | 15 | 25 |



| | | | |
|---|---|----|----|
| 2 | Global Market Environment and Cultural Dynamics: Economic, political, and legal environments affecting international marketing, Cultural dimensions and their influence on consumer behavior (Hofstede's cultural dimensions, Hall's context model), Cross-cultural communication and negotiation strategies, Ethical issues and social responsibility in international marketing, Global branding and positioning strategies. | 15 | 25 |
| 3 | International Marketing Strategies and Product Decisions: Global product strategies: Standardization vs. Adaptation, Product development, innovation, and lifecycle in international markets, Pricing strategies for international markets: Cost-based, demand-based, and competition-based pricing, Distribution channels, Promotion strategies in international marketing: Global advertising and communication tactics, Digital marketing in a globalized world. | 15 | 25 |
| 4 | International Market Expansion and Risk Management: Market selection and segmentation in global marketing, Strategies for entering emerging and mature markets, Global competitive analysis and positioning, Managing risks in international markets: Economic, political, and financial risks, Legal and regulatory challenges in international marketing, Global supply chain and logistics management. | 15 | 25 |

Continuous Assessment:

| Sr. No | Active Learning Activities | Marks |
|--------|--|-------|
| 1 | Entry Strategy Simulation Students are supposed to simulate a market entry strategy for a new product in an emerging market. Students will choose a product and develop an entry strategy (exporting, licensing, joint ventures, FDI). They will create a presentation outlining their rationale and expected outcomes and submit it on GMIU Web Portal. | 10 |
| 2 | Global Brand Analysis Students have to compare global brands versus local brands in a specific country and students will research a specific market and analyse the branding strategies of both global and local competitors. They will assess factors like brand perception and consumer loyalty and create a report; submit it on GMIU Web Portal | 10 |



| | | |
|-------|---|----|
| 3 | SWOT Analysis Students will conduct a SWOT analysis for a selected company's international strategy and identify strengths, weaknesses, opportunities, and threats for a company's operations in a chosen foreign market. They will present strategies to leverage strengths and mitigate threats and make a PPT for it; submit it on GMIU Web Portal | 10 |
| 4 | Poster Presentation Students will prepare a poster on a specific theory of international trade (e.g., Comparative Advantage) and will explore a trade theory, its historical context, and relevance to current marketing practices. Student will present in poster how this theory influences international marketing strategies and submit the poster on GMIU Web Portal | 10 |
| 5 | Market Research Project Students will design and conduct primary market research in a selected market and they will choose a product and identify target demographics for the same. They will create surveys or conduct interviews to gather data, analyse results, and present their insights on consumer behaviour. They will create a report for it and submit it on GMIU Web Portal | 10 |
| Total | | 50 |

Suggested Specification table with Marks (Theory): 60

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|-----------------|-------------------|-----------------|-------------|--------------|------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage | 30% | 30% | 10% | 20% | 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 the foundational concepts of international marketing and the dynamics of global market entry. |
| CO2 | Analyze the impact of cultural, political, and legal factors on marketing strategies in various global markets. |
| CO3 | Design effective product, pricing, distribution, and promotional strategies for diverse international markets. |
| CO4 | Develop strategies for market expansion and manage risks effectively in international business environment. |



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, John Graham, and Prashant Salwan (McGraw Hill) – Comprehensive coverage of international marketing strategies, cultural dynamics, and market entry strategies.
- [2] "Global Marketing Management" by Warren J. Keegan and Mark Green (Pearson) -- focuses on global market research, strategies and international marketing environment.
- [3] "International Marketing Analysis and Strategy" by Sak Onkvisit and John J. Shaw (Routledge) – Detailed exploration of marketing strategies, product adaptation, and cross-cultural analysis.
- [4] "Global Marketing: A Decision-oriented Approach" by Svend Hollensen (Pearson) – discuss international market segmentation, risk management, and competitive strategies.
- [5] "International Marketing Strategies" by Frank Bradley (Pearson) -- Offers insights into international market expansion, pricing, and product strategies.

