

303. MARKETING OF THRUST PRODUCTS AND CHARACTERISTICS OF TRADING PARTNERS

OBJECTIVES: The objective of the course is to develop holistic perspective among students so that they can view the international markets in detail and to be in a position to market thrust products in specific international markets.

LEVEL OF KNOWLEDGE : Expert knowledge is required by the students so that they develop in-depth knowledge base of these specific markets in international business.

DETAILED SYLLABUS :

Unit - 1

Study of special market - China

Its economic structure, recent economic developments in China, Foreign Trade of China, Commodity wise analysis of exports and imports, Indo-China trade prospects. Impact of economic reforms in the context of trade prospects with China.

Unit - 2

Study of special market : Japan

Economic structure of Japan, recent economic developments in Japan. Foreign trade of Japan - Its major exports and imports. Indo-Japan trade, prospects of development of thrust products in Japanese market.

Unit - 3

Study of special market : EU

An overview of European Union, economic structure of EU. Recent economic developments in EU. Foreign trade of EU. India-EU trade prospects. Development of thrust products and specific marketing strategies for EU market.

Unit - 4

Study of special market - USA

Economic structure of USA. Recent economic developments in USA economy. Composition of exports and imports of the USA economy. Indo-US trade prospects and potential for development of thrust products. Formulation of specific marketing strategies for the development of Indo-US trade.

Unit - 5

Study of special market : Gulf Countries

Economic structure of Gulf countries. Recent economic development in Gulf countries. Foreign trade of Gulf countries, direction of India's trade with Gulf countries. Prospects of Indo-Gulf countries. Development of thrust products and specific marketing strategies for Gulf countries.

Note : Marketing of thrust products and characteristic of trading partner.

REFERENCES :

Students can go through Economic Survey Report and various Journals, Newspapers, Magazines, Handbooks and Country Reports to collect information for these markets.

Thrust Sectors in India's Export : S. S. Saxena, M. L. Verma & B. Bhattacharya
Projects in Export Thrust Area with International Market Survey : SBP Board of Consultants & Engineers.