

**OBJECTIVE :** The basic objective of this course is to acquaint the students with environmental, institutional, decisional, and procedural, aspect of international marketing.  
**LEVEL OF KNOWLEDGE:** Expert knowledge is required by the students to enable decisions in the international marketing.

**DETAILED SYLLABUS:**

**Unit - 1**

International marketing : Nature, definition and scope of international marketing.

Difference between domestic and international marketing.

International marketing Environment : Analysis and Evaluation. Basic decisions in international marketing and entry strategies in foreign markets.

Direct marketing, joint venture, counter trade, subcontracting.

**Unit - 2**

Marketing mix operations in international marketing. Product planning and its adaptation strategies, international brand policies and positioning. Pricing for international marketing methods, policies, price fixation.

**Unit - 3**

International marketing, channels of distribution, channels availability, channel adaptation. Control and evaluation problems of logistics in international marketing. Promotion & advertising in foreign markets.

**Unit - 4**

General idea about emerging trends in foreign markets and development of multinational trading blocks - NAFTA, SAARC, ASEAN, EC, BRICKS and OPEC.

**Unit - 5**

Emerging issues in international marketing : Green marketing. Service marketing. Business process outsourcing. Managing risk in the export market.

**REFERENCES :**

International marketing : Hess & Cateora

International marketing : Cundiff

Global Marketing : M. C. Jain

Global Marketing Management : Keegan

International marketing : Shaw

International marketing : P. K. Srivastava