

Uka Tarsadia University



B.B.A.

International Marketing (030030607)

6th Semester

Effective from January-2014

Uka Tarsadia University

International Marketing (030030607)

BBA (Sem.-6) Syllabus, effective from July-2013

Course Objective and Outcomes: To make the student understand and comprehend the vital aspects of international marketing.

Total Hours: 52

[4 hrs. per week]

Unit-1 Introduction to International Marketing

[Weightage 25%]

- 1.1. International Marketing Defined.
- 1.2. International Marketing Task, Alternative Foreign Market Entry Modes
- 1.3. Definition of an MNC by Behaviour
- 1.4. Benefits of International Marketing
- 1.5. Environment of International Business
 - 1.5.1. Political and Legal, Types of Government, Legal Risk
 - 1.5.2. Legal Environment
 - 1.5.3. Cultural Environment
 - 1.5.4. Financial and Monetary Environment

Unit-2 Product Policy and Promotion

[Weightage 25%]

- 2.1. International Product Life Cycle (IPLC)
- 2.2. International Product Policy-Marketing Mix
- 2.3. Product Standardization and Adaptation
- 2.4. World Product
- 2.5. Standardized International Advertising
- 2.6. Advertisement Regulation and Media

Unit-3 Pricing

[Weightage 25%]

- 3.1. Introduction
- 3.2. Role of Pricing
- 3.3. Pricing Decisions
- 3.4. Supply and Demand
- 3.5. Cost
- 3.6. Demand Elasticity

- 3.7. Exchange Rate
- 3.8. Market Share
- 3.9. Marketing Barriers
- 3.10. Tariff
- 3.11. Culture
- 3.12. Environmental Concern
- 3.13. Total Quality Management
- 3.14. Pricing Strategies
- 3.15. Alternative Pricing Strategies
- 3.16. Dumping
- 3.17. Price Distortion and Inflation
- 3.18. Transfer Pricing
- 3.19. Counter Trade

Unit-4 Distribution

[Weightage 25%]

- 4.1. Introduction
- 4.2. International Distribution Channels
- 4.3. Distribution Policy
- 4.4. Distribution Issues
- 4.5. Channel Conflict
- 4.6. Channel Decisions
- 4.7. Control of International Distribution Channel Members
- 4.8. Physical Distribution Management

Text Book:

1. Srinivasan. R. *International Marketing*. New Delhi: PHI Learning Private Limited, 2011