



Course Title: INTERNATIONAL STRATEGIC MARKETING

Course Level: PG

Course Code: MKTG717

Credit Units: Three

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The objective of the course is to give the student an insight towards the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. It will give the students the perspective on the decision making process in the areas of foreign market analysis, target identification, product planning, promotion and channels of distribution.

Pre-requisites: The student opting for this course should have successfully completed the course Marketing Management so that he would have the basic knowledge of marketing

Student Learning Outcomes: At the end of the course students will be able to:

- Identify the basic principles of marketing that can be applied in a variety of diverse cultural, political, legal and economic environments
- Identify the benefits that nations derive from unrestrained free trade
- Analyse various methods of entering foreign markets, the degree of commitment required and the associated levels of risk
- Appraise the concepts of product life cycle and classification of goods and their importance for foreign market acceptance, product adaptation and overall marketing strategy decision making
- Explain the various techniques used by modern marketers for segmenting foreign markets in both the consumer and industrial sectors.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to International Marketing	10
Descriptors/Topics <ul style="list-style-type: none">• Importance and scope of Global Markets• Towards GLOCAL Marketing• Assessing Global Market Opportunities	

<ul style="list-style-type: none"> • Political, Economic, Social and Regulatory Climate of international market • Driving & Restraining Forces affecting Global Integration • Identification of International Markets • Entry & Expansion Strategies 	
Module II Global Marketing Information Systems & Marketing Strategy	
Descriptors/Topics <ul style="list-style-type: none"> • Overview of Global MIS • International Research Strategy • Market Oriented Information • International Marketing Intelligence • Challenges in Planning International Research • Global Strategic Partnerships • Global Segmentation • Global Targeting • Global Product Positioning 	20
Module III Global Product Development and Strategies	
Descriptors/Topics <ul style="list-style-type: none"> • Standardization Vs Adaption in International Markets • Product Design Considerations in Global Markets • International Product Strategy • Product Launch for International Markets 	20
Module IV Pricing for Global Markets	
Descriptors/Topics <ul style="list-style-type: none"> • Environmental Influences on Pricing Decisions • Global Pricing Objectives & Strategies • Dumping • Transfer Pricing in International Markets • Terms of Payment in International Transactions 	20
Module V Global Promotion Strategies	
Descriptors/Topics <ul style="list-style-type: none"> • Global Account Management • Selling to Businesses and Governments Internationally • Global Advertising & Branding • Role of advertising agency 	15

<ul style="list-style-type: none"> • Global vs Local Advertising • Global Campaigns and Media Strategy 	
Module VI International Logistics & Distribution	15
Descriptors/Topics <ul style="list-style-type: none"> • International Logistics • Channels of International Distribution • Types of International Distributions Channels • International Channel Innovation 	

Pedagogy for Course Delivery: This class will be taught using a mix of theory and the case method. In addition to assigning the case studies, the course instructor will spend considerable time helping you understand the concept of challenges faced by the international marketers

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Albaum, G., Strandkov, J., Duerr, E., Dowd, L. (1995). Global Marketing Management. Addison-Wesley: Reading, Massachusetts.
- Boyd, H.W.; Orville, C.W.; Larreche, Jean-Claude. (1998) Marketing Management: A Strategic Approach with a Global orientation. Irwin: New York
- Buzzel, R.D.; Quelch, R.A.; Barlett, C.A. (1995). Global Marketing Management. Cases and Readings. 3rd ed. Addison-Wesley: Reading, Massachusetts.
- Czinkota, M., Ronkainen, I. (1994). International Marketing Strategy: Environmental Assessment and Entry Strategies. The Dreyden Press: New York.
- Czinkota, M., Ronkainen, I. (1993). International Marketing. 3RD ed. The Dryden Press: New York.
- Dahringer, L., Muhlbacher, H. (1991). International Marketing: A Global Perspective. Addison-Wesley: Reading, Massachusetts.
- Harris, P., Moran, R. (1991). Managing Cultural Differences: High- Performance Strategies for a New World of Business. 3rd ed. Gulf

Journals:

- Harvard Business Review
- Knowledge @ Wharton