

217 International Marketing And Recent Advances in Marketing

Unit No.	Unit Title	Contents
1	Introduction	International Marketing: Concept, scope and Objectives Reason of entry in International Marketing. Indian Presence in the International Market Challenges and opportunities in International Marketing
2	International Marketing Environment	An overview of the World Economy and Current Environment of Global Marketing. -Stages of International Marketing Development and Environment -Macro Factors (Economic, Political, Legal, Socio Cultural and Technological Factors) affecting international Marketing.
3	International Marketing Mix and Segmentation	International Product Policy, Planning and Mix -International Pricing Policies, Planning and Mix -International Promotion and Advertising Policies, Planning Mix -International Distribution Systems and Logistics Management -Problems of International Market Segmentation
4	Procedural Aspect of Export Documentation and arranging finance for exports	-Recent Import and Export Policies and Procedures -Import and Export Documentation -Financial and Fiscal incentives provided by the government and -Foreign Exchange facilities by the RBI and EXIM Bank, Institutional support from Government
5	Marketing Strategy	-Meaning- Definition – Types of Marketing Strategies. Elements of Marketing Strategy. - Strategies in the Marketing Warfare- Principles of Marketing Warfare -Process of Creating a marketing strategy , Global v/s Local Marketing strategy
6	Sustainable Marketing and value through customer service	-Sustainable Marketing :Concept, Importance , Problems and prospects -Creating Sustainable Value through Customer Service -Sustainable Marketing and Sustainable Development, sustainable Marketing and related ethical issues -Current examples of corporate sustainability endeavours

7	Recent Trends, Changes and Challenges of digital Marketing	<p>-Concept and relevance of Digital Marketing in Modern Times.</p> <p>-Role of a Modern Marketing Manager in the era of digital Marketing with specific reference to social media management and social media audit.</p> <p>-Problems and prospects of Marketing ; advent of artificial intelligence and robotics</p> <p>-A study of some e marketing websites: www.ebay.in, www.alibab.com, www.flipkart.com</p>
8	Delivering service through intermediaries and modern E channels	<p>Customer's role in service delivery. Marketing strategies for customer involvement and engagement Customer defined service standards.</p> <p>Factors necessary for appropriate service standards</p> <p>Types of customer – defined standards.</p> <p>Development of customer defined standards</p>