

**MCom Part II Semester – III**  
**Special Elective Subject - Group H (Advanced Marketing)**  
**Subject Name: - International Marketing**  
**Course code: - 217-I**

**Preamble**

After introduction of new economic policy the intensity of competition in the market has increased substantially. Competition is becoming tougher day by day. Therefore every business house is giving more importance to the marketing side compared to the other branches of the business. The heart of business success lies in its marketing. Most aspects of business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, business may offer the best products or services, but none of the potential customers would know about it. Without marketing, sales may crash and companies may have to close.

In this situation, many jobs are available in the marketing field. These jobs require detailed knowledge of marketing. The main aim of this course is creating manpower which will fulfill the demands of the industry in the field of marketing.

**Objectives of the course**

- The Course participants will become more familiar with the nature and practices of international marketing. They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches.
- They would be far more equipped to design and participate in designing an international marketing strategy.
- The spin-off benefits to the participants should be to develop in them a right attitude, inject enthusiasm and hone their interactive ability as they address the issues and challenges of operating in the international market

**Depth of the program – Detailed**

**Knowledge Objective of the Program**

- a. To equip and train Post Graduate students to accept the challenges in the field of international marketing by providing opportunities to study the concept and scope of international marketing.
- b. To develop students' independent logical thinking and facilitate personality development.
- c. To impart the students to understand the various concepts regarding international marketing.
- d. To impart the knowledge regarding procedural aspects of export documentation
- e. To impart the knowledge regarding World Economy and Current Environment of Global Marketing.

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Introduction	<b>International Marketing</b> :Concept, scope and Objectives Reason of entry in International Marketing. Indian Presence in the International Market Challenges and opportunities in International Marketing	To impart the students about the concept of International Marketing
02	International	-An overview of the World Economy and Current Environment of Global Marketing.	To impart to the students about International Marketing
	Marketing Environment	-Stages of International Marketing Development and Environment -Macro Factors (Economic, Political, Legal, Socio Cultural and Technological Factors) affecting international Marketing.	Environment

03	International Marketing Mix and Segmentation	<ul style="list-style-type: none"> <li>-International Product Policy, Planning and Mix</li> <li>-International Pricing Policies, Planning and Mix</li> <li>-International Promotion and Advertising Policies, Planning Mix</li> <li>-International Distribution Systems and Logistics Management</li> <li>-Problems of International Market Segmentation</li> </ul>	To impart to the students about International marketing mix and Segmentation
04	Procedural Aspect of Export Documentation and arranging finance for exports	<ul style="list-style-type: none"> <li>-Recent Import and Export Policies and Procedures</li> <li>-Import and Export Documentation</li> <li>-Financial and Fiscal incentives provided by the government and -Foreign Exchange facilities by the RBI and EXIM Bank, Institutional support from government</li> </ul>	To impart the students about Procedural Aspect of Export Documentation

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