

**St. Joseph's College of Commerce**  
**(Autonomous)**



**Lesson Plan**

**2017-2018 Even Semester**

**EL 15 IB 606: INTERNATIONAL MARKETING**

**Submitted by Tina P. Singh**

**Objectives of the subject:** The students will become more familiar with the nature and practices of international marketing through the integration of theory and case analysis.

### Module wise lesson plan

<i>Unit/ Session/ hours (time required)</i>	<i>Topics for student Preparation (input)</i>	<i>Procedure (process)</i>	<i>Learning outcome (output)</i>	<i>Assessment</i>
Module 1: Introduction to International Marketing	Characteristics, Importance, Motives, Problems and Factors affecting International Marketing. The economic inter-dependence of nations, the International Marketing tasks, International Marketing v/s Domestic Marketing, International orientations, Internationalization stages, International marketing decisions, driving and restraining forces, Participants in International Marketing, Future of International Marketing.	Lecture - discussion - case study	To understand the basics of international marketing and comparing domestic market vs international market.	Evaluation through mcq's and descriptive test
Module 2: International Consumer Behavior & Market Research	Consumer behaviour and competition in foreign markets - Understanding Global Consumers - Analysing consumer markets and buyer behaviour - Factor influencing buyer behaviour -	Lecture - discussion - case study	To understand the essentials of international consumer behavior and decision making process.	Evaluation through mcq's and descriptive test

	<p>buying decision process – stages of the buying decision process. Consumer decision making -Nicosia, Howard - Sheth, Engel, Kollat and Black well models. Building Customer Satisfaction.</p> <p>Introduction to Marketing Research -Defining the Marketing Research Problem - International Marketing Research PlanImportance of Research for International Marketing Decisions - Issues in International Marketing Research- New Developments in the field of Consumer Research.</p>			
Module 3: International Market Selection	<p>Market selection process, Determinants of Market selection, Process of market segmentation, Requisites of sound International Marketing segmentation, Market entry strategies..</p>	Lecture – discussion – case study	To explain the importance of market selection and segmentation	Evaluation through mcq's and descriptive test
Module 4: International Product & Pricing Decision	<p>International Product Life Cycle (IPLC), IPLC Stages and characteristics, International Product Policy, Product strategies, globalisation v/s localization, Marketing mix, factors affecting pricing, Information</p>	Lecture – discussion – case study	To understand PLC internationally and the export market.	Evaluation through mcq's and descriptive test

	requirements for export pricing, export price structure, steps in export pricing			
Module 5: International Promotion & Distribution Strategies	Major decisions in International Marketing Communication, Product communication strategies, Problems in International Marketing Communication, Advertising and Regulation, International Marketing channel system, Types of foreign intermediaries, Factors influencing channel selection, Distribution issues - International Logistics. Distribution logistics for export, foreign sales agent selection & appointment.	Lecture - discussion - case study	To familiarize the students with international communication and logistics	Evaluation through mcq's and descriptive test
Module 6: Other Dimension of International Marketing	Management of risks in International Marketing: Commercial, political, cargo, credit exchange fluctuation risks and risks arising out of foreign laws- CRM - E-Commerce- Ethical Issues in E-CommerceInternational Marketing Ethics.	Lecture - discussion - case study	To understand the various dimensions of Im and Ethics	Evaluation through mcq's and descriptive test

## Unit wise lesson plan

<i>Sl no.</i>	<i>Unit &amp; objectives</i>	<i>No.of hrs</i>	<i>Teaching methodology</i>	<i>Evaluation</i>
<b>1.</b>	Module 1: Introduction to International Marketing	<b>8</b>	<b>Lecture using chalk and board, ppts and discussions</b>	<b>Mcqs, tests</b>
	Characteristics, Importance, Motives	1	Lecture and discussion	
	, Problems and Factors affecting International Marketing.	1	Lecture and discussion	
	The economic inter-dependence of nations	1	Lecture and discussion	
	, the International Marketing task, Future of International Marketing.	1	Lecture and discussion	
	Meaning and scope	1	Lecture and discussion	
	International Marketing v/s Domestic Marketing	1	Lecture and discussion	
<b>2.</b>	International orientations, driving and restraining forces, Participants in International Marketing	<b>1</b>	<b>Lecture using chalk and board, ppts and discussions</b>	<b>Mcqs, tests</b>
	Internationalization stages International marketing decisions,	1	Lecture and discussion	
	Module 2: International Consumer Behavior & Market Research	14	Lecture and discussion	
	Consumer behaviour and competition in foreign markets	1	Lecture and discussion	
	Understanding Global Consumers - Analysing	1	Lecture and discussion	

	consumer markets and buyer behaviour			
	Factor influencing buyer behaviour - buying decision process	1	Lecture and discussion	
	stages of the buying decision process.	1	Lecture and discussion	
	Consumer decision making	1	Lecture and discussion	
	Nicosia, Howard - Sheth, Engel, Kollat and Black well models	2	Lecture and discussion	
	Building Customer Satisfaction. Introduction to Marketing Research	1	Lecture and discussion	
	Defining the Marketing Research Problem - International Marketing Research Plan	2	Lecture and discussion	Research Project.
	Importance of Research for International Marketing Decisions	1	Lecture and discussion	
	Issues in International Marketing Research	1	Lecture and discussion	
	New Developments in the field of Consumer Research.	1	Lecture and discussion	
	Case Study	1	Lecture and discussion	
3	Module 3: International Market Selection	10	<b>Lecture using chalk and board, ppts and discussions</b>	<b>Mcqs, tests</b>
	Market selection process	2	Lecture and discussion	
	Determinants of Market selection	2	Lecture and discussion	
	Process of market segmentation	1	Lecture and discussion	
	Requisites of sound International Marketing segmentation	1	Lecture and discussion	
	Market entry strategies.	2	Lecture and discussion	
	Case Study and CIA	2	Lecture and discussion	

4	Module 4: International Product & Pricing Decision	10	<b>Lecture using chalk and board, ppts and discussions</b>	<b>Mcqs, tests</b>
	International Product Life Cycle (IPLC),	2	Lecture and discussion	
	IPLC Stages and characteristics	1	Lecture and discussion	
	International Product Policy	1	Lecture and discussion	
	Product strategies, globalisation v/s localization	2	Lecture and discussion	
	Marketing mix, factors affecting pricing	1	Lecture and discussion	
	Information requirements for export pricing	1	Lecture and discussion	
	export price structure,	1	Lecture and discussion	
	steps in export pricing.	1	Lecture and discussion	
5	Module 5: International Promotion & Distribution Strategies	10	<b>Lecture using chalk and board, ppts and discussions</b>	<b>Mcqs, tests</b>
	Major decisions in International Marketing Communication	1	Lecture and discussion	
	Product communication strategies	1	Lecture and discussion	
	Problems in International Marketing Communication	1	Lecture and discussion	
	Advertising and Regulation	1	Lecture and discussion	
	International Marketing channel system	1	Lecture and discussion	
	Types of foreign intermediaries	1	Lecture and discussion	
	Factors influencing channel selection	1	Lecture and discussion	
	Distribution issues - International Logistics	1	Lecture and discussion	
	Distribution logistics for export	1	Lecture and discussion	
	foreign sales agent selection & appointment.	1	Lecture and discussion	

6	Module 6: Other Dimension of International Marketing	8	<b>Lecture using chalk and board, ppts and discussions</b>	<b>Mcqs, tests</b>
	Management of risks in International Marketing: Commercial, political, cargo, credit exchange fluctuation risks and risks arising out of foreign laws	3	Lecture and discussion	
	CRM - E-Commerce	2	Lecture and discussion	
	Ethical Issues in E-Commerce and International Marketing Ethics	2	Lecture and discussion	
	Case Study	1	Lecture and discussion	