

St. Joseph's College of Commerce

Unit wise lesson plan P411 IB 302: INTERNATIONAL MARKETING

Course: MCom (IB) III semester
hours: 60

Total

Faculty name: Dr. Ritty Francis

Objectives:

- To equip the students to strategic marketing practices relating to export trade.
- To familiarize the students on foreign trade policies & Procedures.

Module wise lesson plan

Unit	Hours Allotted	Topic	Teaching Pedagogy	Evaluation
Module 1: The basis of international trade		Comparative advantages and benefits of trade. Modern concept of marketing environment, adoption of marketing in international sector, cultural environment – impact on marketing mix strategies: assessing global markets.	Lecture PPTs Interaction	Discussion on cultural environment of international marketing
Module 2: Developing global marketing strategies		Foreign market entry; Organisation structures for operating in international markets, tariff and non-tariff barrier export marketing, multinational marketing, its concepts and process, overseas market research – its factors, needs, benefits and importance.	Lecture PPTs Interaction and Case study	Case study analysis
Module 3: Designing the		Product planning for exports, product	Lecture PPTs Interaction	Discussion the various export pricing

marketing mix		extension, product adaptation and product invention strategies, packaging strategies, export pricing decisions and strategy dumping, counter – trade, different types of export pricing.		decisions and promotional strategies
Module 4: Distribution strategy for export markets		Middlemen and channels of distribution, physical distribution, and promotional strategy for export markets.	Lecture PPTs Interaction	Assignment on the channel design of any product in export market
Module 5: Emerging trends		Emerging trends in International marketing, e-marketing approach to international marketing.	Lecture PPTs Interaction	Discussion