

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT**

Department of Management Studies

Semester: 4th

Faculty Name: Dr. Anju Kumari

Course Title: International Marketing

Course No .MM-401

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
1	L-1	International Marketing: Definitions, nature, scope and benefits& Brand Quiz	CO1
2	L-2	Reasons and motivations underlying International Trade and International Business	CO1
3	L-3	Domestic Marketing versus International Marketing	CO1
4	L-4	International marketing orientation- EPRG framework	CO1
5	L-5	Trade Barriers- Protectionism, Tariff and non-tariff barriers	CO1
6	L-6	Trade Barriers- Protectionism, Tariff and non-tariff barriers contd	CO1
7	L-7	Basic modes for entry	CO1
8	L-8	Process of International Marketing	CO1
9	L-9	Market segmentation- Basis, macro and micro segmentation	CO2
10	L-10	Target market strategies, positioning decisions	CO2
11	L-11	International Marketing Planning- Process and framework of market planning	CO2
12	L-12	Selection process and strategies	CO2
13	L-13	Process of marketing Control	CO2
14	L-14	International Marketing Mix: International product policy and planning	CO3
15	L-15	International product mix	CO3
16	L-16	Product life cycle, product standardization and adaptation	CO3
17	L-17	Product life cycle, product standardization and adaptation contd	CO3
18	L-18	Organization of product warranties and services	CO3

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
19	L-19	Building brands for foreign markets, labeling and packaging decisions	CO3
20	L-20	International pricing decisions- pricing policies, the process of price setting	CO4
21	L-21	Pricing decisions	CO4
22	L-22	Terms of payment in international transactions	CO4
23	L-23	Dumping, counter trade, transfer pricing and grey marketing	CO4
24	L-24	International Distribution Decisions:	CO5
25	L-25	International Distribution	CO5
26	L-26	Channels International distribution policy	CO5
27	L-27	Selecting distribution channels	
28	L-28	Communicating with the global world- Global advertising and culture	CO5
29	L-29	Setting global advertising budget	CO5
30	L-30	Advertising standardization vs. adaptation	CO5
31	L-31	Global media decisions	CO5
32	L-32	Other means of communication	CO5
33	L-33	Global marketing and internet	CO5
34	L-34	Case Analysis- Harley Davidson	-
35	L-35	Revision	-
36	L-36	Revision	-
37	L-37	Last year question paper discussion	-