

**Course No. 601 INTERNATIONAL MARKETING (INMT XXI)**  
**(For B.Com (Marketing and Int. Business))**

**Marks: 80**

**Hours: 40**

**Objective:** This course aims at acquainting student with the operations of marketing in International environment.

**Course Contents:**

- UNIT-I:** International marketing: Nature, Definition and scope of international marketing; domestic marketing vs. international marketing: International marketing environment- External and Internal. 20 : 10 hrs
- UNIT-II:** Identifying and Selecting Foreign Market; Export procedures and Documentation; Modes of Payments. 20 : 10 hrs
- UNIT-III:** Product Planning for International Market; Product designing; Standardisation vs. Adaptation; Branding; Packaging; International Pricing; Factors influencing international price. 20 : 10 hrs
- UNIT-IV:** Promotion of Product/ Services Abroad; Promotional Methods – Direct Mailing; advertising; Personal Selling; trade fairs and exhibitions, International logistics and e-logistics. 20 : 10 hrs

**Text and Reference Books:**

1. Bhattacharya R.L and Varshney B : International Marketing Management, Sultan Chand, New Delhi.
2. Bhattacharya B : Export Marketing Strategies for Success, Global Press, New Delhi.
3. Keegan W.G : Multinational Marketing Management, Prentice Hall, New Delhi.
4. Kripani V : International Marketing, Prentice Hall, New Delhi.