### Paper Title: International Marketing Strategy

**Code: FTM-401**

**Total Number of Lectures Allocated: 45**

**Credit: 3 Time: 3 Lecture Hours/Week**

**Objective:**

The Course attempts to provide to the students the knowledge of the strategies to sell their products effectively in the international market and various pricing policies adopted for the same.

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| **Unit** | **Contents** | **Lectures** |
| **I** | **International Promotion Strategy:** Advertisement, Personal Selling, E- Marketing, Trade Fairs and Exhibitions; Promotion Mix. | **10** |
| **II** | **Overseas Marketing Research:** Meaning, Importance of Marketing Research for Foreign trade, Research process, Evaluation of Sources. | **10** |
| **III** | **Marketing of Services:** Characteristics of Services, Services export from India, Service sector – Entry into foreign markets, Major barriers to trade. | **06** |
| **IV** | **Export Risks, Legal dimensions:**Laws relating to International marketing – Protection of Intellectual Property, Shipping of goods; Arbitration and Settlement of disputes. | **10** |
| **V** | **Ethical Issues in International Perspective:** Ethical issues regarding - Marketing, Environment, Safety standards, Human Rights.  | **09** |

**Essential Readings:**

1. Kothari Jain Mittal, International Marketing, RBD, Jaipur.
2. Rathore & Rathore, Export Marketing, Himalaya Publishing House, Mumbai.
3. Varshney R.L. and Bhattacharya, International Marketing Management.
4. ICFAI Module of International Marketing.

**Reference Books:**

1. Francis Cherunilam, International Business.
2. Parasram, Export: What, Where and How.
3. P.Subba Rao, International Business.
4. Rakesh Mohan Joshi, International Marketing Management.