### Paper Title: Elements of Export Marketing

**Code: FTM-301**

**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 Marketing:**International Marketing environment, Scope of International Marketing, Need and Importance of International Marketing, Difference between Domestic marketing & International Marketing, Challenges in International Marketing. | **10** |
| **II** | **Foreign Market Entry Strategies:**Determinants of market selection, Entry modes (in brief) – Licensing / Franchising, Exporting, Contract Manufacturing, Turnkey Contracts, Joint Venture, Mergers & Acquisitions. | **10** |
| **III** | **International Product Planning:** Selection, Product planning, Product Mix, Product Adaptation Vs Standardization, International Product Life Cycle. | **06** |
| **IV** | **International Pricing Decision:**Pricing Objectives, Pricing Methods, Factors influencing pricing, Export Price Quotations and INCO terms. | **10** |
| **V** | **Distribution Strategy:**Meaning, Role and Importance, International channel system (Direct and Indirect), Types of Export distribution channels and their functions, Factors affecting Channel choice. | **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.
5. Thakur & Mishra, International Business.