**SMI 2303 INTERNATIONAL MARKETING**

**Objective :**

The objective of this course is to expose the participants to the application of marketing principles to the International Marketing environments and to the different foreign market entry and operating strategies.

**Module 1**

Introduction to International Business : why go international? Special problems/features of international marketing vis-à-vis domestic marketing; stages of internationalization; international marketing orientations; international marketing research; case discussion on impact of environmental factors on international business.

**Module 2**

Market analysis and selection; market entry and operating strategies; exporting licensing; contract manufacturing; foreign assembly; foreign production; joint ventures; production in free areas; third country location; counter trade; strategic alliance etc.

**Module 3**

International market segmentation and market coverage strategies; differentiated marketing; undifferentiated marketing; concentrated marketing; niche marketing; product strategies; international marketing and Product Life Cycle management; pricing methods and strategies.

**Module 4**

Promotion strategies; distribution strategies; practices in international promotion and distribution.

**Module 5**

Global organization, international marketing organization; export department; subsidiary; foreign branches/offices; emerging trends in international marketing; internationalization strategies of Indian firms/strategies of MNCs.

**SUGGESTED READINGS**

1. Cateora, Philip; International Marketing (Richard D Irwin)
2. Keegan, J.Warren: Global Marketing Management (Prentice Hall of India)
3. Sak Onk visit and John J.Shaw : International Marketing (Prentice Hall of India)
4. J.P.Jeannet and Hennessey; Global Marketing Strategies.
5. Majaro, Simon : International Marketing (George Atten & Unwin)
6. Francis Cherunilam : International Marketing (Himalaya Publishing)
7. Francis Cherunilam : International Business (Himalaya Publishing)
8. Journals, Business Magazines/Dailies.