

<b>Name of Faculty</b>	<b>Dr Ankur</b>		
<b>Discipline</b>	<b>Department of Management Studies</b>		
<b>Semester</b>	<b>Fourth Semester (IV)</b>		
<b>Subject</b>	<b>International Marketing (MM-401)</b>		
<b>Lectures Required</b>	<b>Topic (Including Assignment/Test)</b>	<b>Practical Day</b>	<b>Topic (Including Assignment/Test)</b>
1	International Marketing: Definitions, nature, scope and benefits;	N/A	N/A
1	Reasons and motivations underlying International Trade and International Business;	N/A	N/A
1	Domestic Marketing versus International Marketing;	N/A	N/A
1	International marketing orientation- EPRG framework;	N/A	N/A
1	Trade Barriers- Protectionism,	N/A	N/A
1	Case Study	1 <sup>st</sup>	Speed Breakers Galore – Maruti
1	Tariff and non-tariff barriers; basic modes for entry;	N/A	N/A
1	Process of International Marketing;	N/A	N/A
1	Market segmentation- Basis, macro and micro segmentation;	N/A	N/A
1	Target market strategies,	N/A	N/A
1	Positioning decisions,.	N/A	N/A
1	Case Study :	2 <sup>nd</sup>	Cielo - A Car in Trouble
2	International Marketing Planning-	N/A	N/A
1	Process and framework of market planning; Selection process and strategies;	N/A	N/A
2	Process of marketing Control.	N/A	N/A
2	International Marketing Mix:	N/A	N/A
2	International product policy and planning:	N/A	N/A
1	Case study:	3 <sup>rd</sup>	The Coke Pepsi Rivalry
2	International product mix,	N/A	N/A

1	Product life cycle,	N/A	N/A
1	product standardization and adaptation, and organization of product warranties and services.	N/A	N/A
1	Building brands for foreign markets,	N/A	N/A
1	labeling and packaging decisions,	N/A	N/A
1	International pricing decisions- pricing policies,	N/A	N/A
1	the process of price setting, pricing decisions,	N/A	N/A
1	Terms of payment in international transactions,	N/A	N/A
1	dumping, counter trade,	N/A	N/A
1	Transfer pricing and grey marketing.	N/A	N/A
1	Case Study	4 <sup>th</sup>	The Tasty Bite Story
1	International Distribution Decisions:	N/A	N/A
1	International Distribution Channels,	N/A	N/A
1	International distribution policy, selecting distribution channels;	N/A	N/A
2	Communicating with the global world- Global advertising and culture,	N/A	N/A
1	setting global advertising budget,	N/A	N/A
1	Advertising standardization vs. adaptation,	N/A	N/A
1	global media decisions, and other means of communication;	N/A	N/A
1	Global marketing and internet	N/A	N/A