Lesson Plan

Name of assistant/Associate professor: Mrs. Pinky Class: B.Com-6th sem Subject lesson plan: International Marketing Session: 2021-2022

Week 1:-Unit-1:International Marketing

International Marketing-Introduction, Benefits/Need/Importance of International Marketing, Difficulties, International Marketing Mix, Difference between Domestic and International Marketing, Major decision in International Marketing, Approaches to International Marketing and scope of International Marketing.

Week 2 :-

International Marketing Environment-Meaning and Definition, Characterstics, Components, Factors affecting International Economic Environment and Importance of International Marketing Environment.

Week 3:-

Foreign Market selection and Entry Modes-Introduction, Foreign Market entry Strategies, Opportunities for entry in to Foreign Markets, Country Evaluation and selection and Evaluation Matrix.

Week 4:-

Product Planning for International Markets-Meaning/Levels of Product, Classification of Product, Product Planning, Product development, New product development in International Markets, International Product strategies, elements of product planning and development, Test Marketing and organizational structure of product planning and development in international marketing.

Week 5:-

International Product Life Cycle-Introduction/Stages of Product Life cycle, International Product Life Cycle curves, Product life cycle Theory, Factors affecting product life cycle, utility of product life cycle.

Week 6:-

Marketing Research and Information-Meaning and scope of marketing research, meaning and areas of information, utility of marketing research, sources of information.

Week 7:-

Branding, Packaging and Labelling-Branding Meaning, Essential features of Brand, Reasons for Branding, Different Brand Strategies, Issues in Global Branding, Importance of Branding in International Marketing, Branding problems in International marketing

Week 8:-

Packaging-Introduction, Functions of Packaging, Packaging consideration in international marketing, Types of Packaging, Packing material used in International marketing, Packaging Decision, Advantages of Packaging.

Week 9:-

Labelling-Introduction and meaning, Content of Label, Significance of Labelling, Marking and Trade Mark.

Week 10:-

International Pricing-Meaning, Pricing objectives, Factors influencing price determination, Difference between domestic pricing and international pricing, sources of information in price determination, Procedure for price determination, pricing policies, Dumping and Transfer pricing.

Week 11:-

International Price Quotations and Payment Terms-Meaning, Factors affecting Export payment Terms, Method of payment in international marketing, Bill of lading, Mechanism of payment in international trade transaction.

Week 12:-

International distribution-Characteristics of physical distribution, Importance, Area of physical distribution, suggestions for improvement in physical distribution, international logistics management, Management of distribution channels-characteristics, functions, factors affecting and distribution channel policies, Distribution channels in international marketing.

Week 13:-

Channel conflict-Types of channel conflict, reasons, consequences, suggestions to prevent and control channel conflicts

Week 14:-

Selection and appointment of foreign sales agents- need for appointing foreign selling agents, factors affecting selection of foreign selling agents, advantages and disadvantages and sources, Export procedure and documentation

Week 15:-

Methods of International Product promotion-Direct mail, sales literature, Trade fairs and Exhibitions, International advertising and media strategy and web marketing.

Week 16:-Revision of syllabus Assignment given Group discussion on various topics Class test