

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