

**Name of Institute: Indus Institute of Management Studies (IIMS)**  
**Name of Faculty: Dr Arnaz Wadia**

**Course code: MB0413**

**Course name: International Marketing**

Prerequisites: Graduation

Credit points: 3 Credits

Offered Semester: MBA SEM 4

**Course Lecturer (weeks 01 - 15)**

Full name: Dr Arnaz wadia

Department with siting location: Management

Telephone: 8849141910

Email: arnazwadia.mba@indusuni.ac.in

Consultation times: 2:00 PM to 4:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

### **Course Objectives**

By participating in and understanding all facets of this Course a student will:

This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

### **Programme Outcomes (PO)**

PO1: Develop Business Acumen & domain knowledge (With knowledge of management theories & practices)

PO2: Develop Leadership and Team building

PO3: Enhance Critical Thinking, Analysis & Problem Solving

PO4: Build Awareness of Global Business Environment

PO5: Comprehend Legal, Ethical and Social Responsibility

PO6: Develop Communication Skills, Interpersonal and Soft Skills

### **Course Outcomes (CO)**

- To understand and assess the challenges of turbulent international business marketing
- To evaluate and design sustainable strategies in such environments either in international business
- To apply appropriate marketing while doing international business
- To acquire and develop relevant additional knowledge and skills to support subject-based expertise
- To assist international marketing assignments

- To utilize strong analytical skills and apply tools required for professional practices while doing international marketing

## Course Outline

### UNIT-I

International Marketing: Definition, Meaning, Nature Process and Benefits, Process of Internationalization, Trade Theories, Marketing barriers-tariff and non-tariff barriers, Organization and control for International Marketing

### UNIT-II

International Marketing and World Environment: Political Factors, Economic Factors, Cultural Factors, Technological Factors, Regional Trade Agreements and it's implication for International Marketers

### UNIT-III

Research in International Marketing: Consumer Behavior, Psychological and Social aspects, Marketing Research and Information System, Market Entry Strategies

### UNIT-IV

International Marketing Mix Decisions: Product Strategies, Branding and Packaging Decisions, Pricing strategies, Sales Promotion and Advertising Strategies, Distribution and Logistics, Documentation in International Trade

### UNIT-V

Financial Decisions in International Market: Sources of Finance, Financial Institution/Govt. Agencies-World Bank, IMF, WTO etc., Currencies and Foreign Exchange Market, Exchange Rate System

## Method of delivery

Face to face lectures, Self Study Material, Active Learning Techniques, Case Studies, Audio-Visuals.

## Study time

3 hours per week

## CO-PO Mapping (PO: Program Outcomes)

CO	PO1	PO2	PO3	PO4	PO5	PO6
C01	3	2	1	2	1	2
C02	3	2	3	2	1	2
C03	2	2	-	3	2	3
C04	3	1	-	3	-	2
C05	2	1	1	2	2	1
C06	3	1	1	3	-	3

## Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

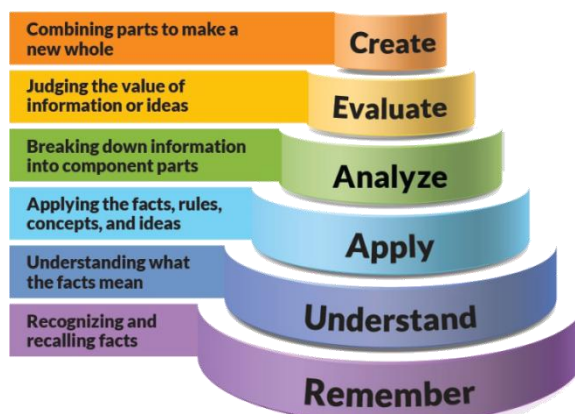


Figure 1: Blooms Taxonomy

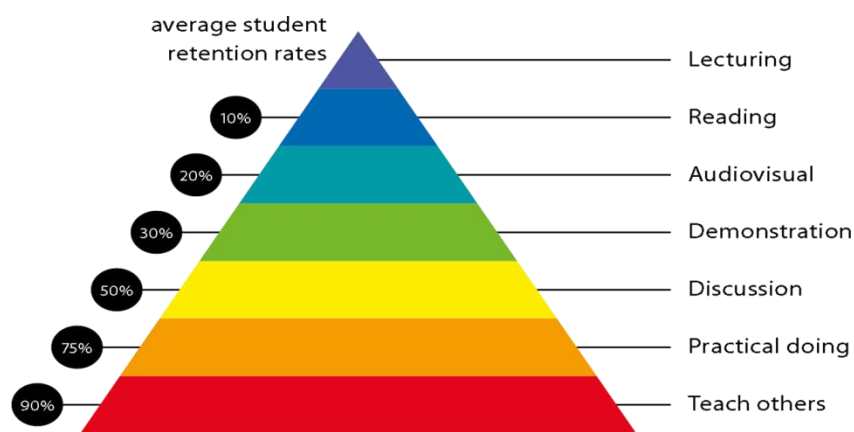


Figure 2: Knowledge retention

## Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Graduate Capabilities
<p><b>Informed</b>                      Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p><b>1 Professional knowledge, grounding &amp; awareness</b></p>
<p><b>Independent learners</b>                      Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate</p>	<p><b>2 Information literacy, gathering &amp; processing</b></p>

information, using a variety of sources and technologies. Acknowledge the work and ideas of others.	
<b>Problem solvers</b> Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.	<b>4 Problem solving skills</b>
<b>Effective communicators</b> Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.	<b>5 Written communication</b>
	<b>6 Oral communication</b>
	<b>7 Teamwork</b>
<b>Responsible</b> Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	<b>10 Sustainability, societal &amp; environmental impact</b>

### Practical work:

1. Assignment-1: Case Study
2. Assignment-2: Case Study
3. Assignment-3: Presentation
4. Assignment-4: Quiz

### Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

### Details of referencing system to be used in written work

#### Text books

SakOnkvisit John J. Shaw International Marketing PHI

Philip R. Cateora, Graham, Prashant Salwan International Marketing McGraw Hill

### Additional Material

Michael R. Czinkota, Iikka A. Ronkainen International Marketing Cengage  
 Rakesh Mohan Joshi International Marketing Oxford

## ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

<b>Example:</b>		
<b>Quiz 1</b>	5% (week 4)	Objective (1-3)
<b>Quiz II</b>	5% (week 8)	Objective (1-4)
<b>Mid semester</b>	30% (due week 10)	Objectives (2-5)
<b>Final exam</b> ( <i>closed book</i> )	60%	Objectives (1-5)

## SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e. mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

### Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

### Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

### Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

### **Retention of Written Work**

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

### **University and Faculty Policies**

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

**Plagiarism** - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

***Do not copy the work of other students.***

***Do not share your work with other students (except where required for a group activity or assessment)***

Course schedule (subject to change)

**(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)**

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	International Marketing: Nature Process and Benefits	CO1	Lecture
Weeks 2	Definition, Process of Internationalization, Benefits, Trade Theories	CO1	Audio-Visual
Week 3	Marketing barriers-tariff and non-tariff barriers, Organization and control for International Marketing	CO1 & CO2	Audio-Visual
Week 4	International Marketing and World Environment: Political Factors, legal Factors	CO3	Lecture
Week 5	Cultural Factors, Technological Factors, Regional Trade Areas (RTAs) and it's implication for International Marketers	CO3	Lecture
Week 6	Psychological and Social aspects, Marketing Research and Information System, Market Entry Strategies	CO3	Case Study
Week 7	International Marketing Mix Decisions: Product Strategies	CO4	Case Study
Week 8	Branding and Packaging Decisions, Pricing strategies, Sales Promotion and Advertising Strategies	CO5	Audio-Visual
Week 9	Distribution and Logistics, Documentation in International Trade	CO3 & CO4	Audio-Visual
Week 10	Global E-commerce • Value Networks and Disruptive Technologies in the	CO5	Lecture

		context of International Marketing		
	Week 11	The Digital Revolution: New Products and Services	CO5	Lecture
	Week 12	Global Competition and National Competitive Advantage	CO5	Case Study
	Week 13	Leadership and Organization for International Marketing	CO6	Lecture
	Week 14	Ethics, Corporate Social Responsibility	CO6	Lecture
	Week 15	Social Responsiveness in the context of International Marketing	CO6	Lecture