3. INTERNATIONAL MARKETING

Sr. No.	Unit
1	**Introduction to International Marketing** • Introduction • Importance of international marketing • International marketing Scope • Type of International Marketing • Characteristics of international marketing • The principles of international marketing • Keywords • Exercise
2	**International Marketing Environment – economic, political, legal and cultural.** • Introduction • Economic environment • Stage of economic development • Economic infrastructure • Standard of living • Per capital income • Distribution of health • Currency stability • Exchange rates • **Environment cultural** • Language • Lifestyle • Values • Norms & costumes • Ethics & moral standard • Taboos • **Political/legal Environment** • Government policy • Rules & regulations • Political stability • Nationalism • Attitudes toward multinational companies • Keywords • Exercise
3	**Internal analysis – Analysis of Resources and capabilities.** • Introduction • Resources capability & dynamic capability • International marketing field • Resources capability & positional capability • Resources capability & outcome advantage • Marketing capability • Keywords

	• Exercise
4	**International Marketing Strategies – Country selection and entry strategy.** • Introduction • Market selection process in international • Preliminary screening of country market • Exporting • Piggybacking • Country trade • Licensing • Joint ventures • Company ownership • Franchising • Outsourcing • Greenfield investment • Keywords • Exercise
5	**Product and Brand strategies** • Introduction • Product brand strategies • Multi branding • Private branding • Brand growth strategies • Line extension brand • Brand extension brand strategies • A strong product brand differentiates itself from competitions • A strong product brand illustrates the product
6	**Distribution and logistics strategies** • Introduction • International marketing logistics • Distribution strategies • Importance of Warehouse logistics • **Type of distribution strategies** • Direct Distribution • Indirect Distribution • Logistic Distribution • Logistics system • Keywords • Exercise
7	**Pricing strategies** • Introduction • Types of Pricing strategies • Penetration pricing • Economy pricing • Premium pricing • Price skimming

	• Promotional pricing • Psychological pricing • Sandwich pricing • Competitive pricing • Value pricing • Keywords • Exercise
8	**Promotion strategies** • Introduction • Type of promotional Strategy • Mail order marketing • Free product & sample • Customer incentive referral Program • Point of scale promotion & marketing • Branded promotional gift • After sale customer survey • Appreciation event • Keywords • Exercise
9	**Foreign trade policy EXIM policy 2002-2007** • Introduction • Special economic zones • Employment oriented agriculture • Cottage sector and handicraft • Small scale industry • Leather • Textile • Gems & jewels • Technology oriented • Growth oriented • strategies package for status holders • Diversification of market • North eastern status Sikkim and Jammu & Kashmir • Re-location of industries • Reducation in transaction time & cost
10	**Export documentation OR International Financial Institutions** • Introduction • Type of international financial institutions • Features of international financial institutions • Importance of international financial institutions • Keywords • Exercise