

## MBAS 556: INTERNATIONAL MARKETING MANAGEMENT

**Workload** : 4 hours per week - Total credits : 4

**Examination** : 3 hours 70 marks

**Objectives** : 1. To get an insight to international marketing.  
2. To analyse international marketing opportunities.  
3. To get knowledge about import and export practices and policies.

**Course outcome**

1. Get practical experiences about import/export documentation.
2. Visualise the role of commercial banks and other financial institutions in export and import management.
3. Practical experience in export/import documentation

**Pedagogy** : Lectures, assignments, discussions, seminars, case analysis.

**Module 1, International Marketing:** Scope, need and importance. International marketing environment. Export Barriers: Tariff and non-tariff. Kinds of tariffs, measuring the effect of tariffs and non-tariffs, foreign exchange control (recent trends).

**Module 2, Export Procedure and Documentation:** Processing of an export order. Principal documents- invoices, LIC, Certificate of origin, SIB, Bill of Exchange, Mate receipt, Documents for claiming export assistance, Duty draw back bill, Av 4 form.

**Module 3, Export Product Planning and Policy:** Product planning and development, product strategies, product positioning, product standardisation V/s adaptation, factors affecting standardisation of product line, brand policy, product adaptation strategies, planning for overseas market

**Module 4, Export Pricing (pricing in international marketing):** Export pricing and terms of trade, pricing policies, pricing strategies. Methods of payment.

**Module 5, Distribution:** Distribution channels - and overview, direct V/s indirect export, forms of direct exporting: Built-in export department, self-contained export department, separate export company, combination of export manager, joint marketing groups indirect exporting. Merchant exporters - visiting, resident buyers. Distribution logistics. Role of multinationals in International marketing - Joint ventures and turn-key projects

**Module 6, Export Promotion:** Export promotion (E.P.) measure, institutional arrangement to promote India's exports. Export promotion councils, commodity boards, trade development authority, federation of Indian export organisation(FIEO), export processing zones, Indian institute of foreign trade, export inspection council, state trading corporation of India (STC), export houses, trading houses, star trading houses, super star trading houses.

**Module 7, Export Financing:** Role of commercial banks, export credit guarantee corporation, export import bank, terms of payment: Payment in advance, open account, documentary bills D/P and D/A, documentary credit under letter of credit.

**Reference Books:**

1. T.A.S Balagopal- Export management- Himalaya Publishing House.
2. Francis Cherunillam- International Marketing– Himalaya Publishing House.
3. Varshney, Bhattacharya – International Marketing- Sulthan Chand & Sons publication.
4. Francis Cherunillam- International Trade and Export Management- Himalaya Publishing House.
5. M.Y. Koul- International marketing – Anmol Publications.
6. B. S. Rathor - Export Marketing – Himalaya Publishing House,
7. Ken Wainwright- Practical Export Marketing - Littlehampton Book Services Ltd.
8. Rajan, Saxena & M C Kapoor -International Marketing Concepts, Techniques and Cases- Tata McGraw hill.
9. V.Kripalani -International Marketing - Prentice Hall, New Delhi.
10. S.A. Chunawalla -Essentials of Export Marketing - Himalaya Publishing House.
11. Warren Keegan -Global Marketing Management - Pearson / PHI.
12. Rakesh Mohan Joshi - International Marketing - Oxford.
13. Johnny K. Johannson - Global Marketing - TMH.
14. Justine Paul- International Marketing: Text & Cases - Tata McGraw-Hill Education.
15. Rajagopal – International Marketing – Vikas Publishing House, New Delhi.

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MANGALORE



UNIVERSITY

Mangalagangothri – 574199

**DEPARTMENT OF BUSINESS ADMINISTRATION**

in Association with

**Internal Quality Assurance Cell (IQAC), Mangalore University**

**United Nations Development Programme (UNDP)**

**Seventh Sense People Development Solutions Pvt Ltd**

**Organizes**

**6 Days UNDP Entrepreneurship Development Training Program**

**06 December, 2021 to 11 December, 2021**

Cordially Invite you to the  
INAUGURAL FUNCTION

*Dr. P Subrahmanya Yadapadithaya*  
*Hon'ble Vice Chancellor, Mangalore University*  
*Will inaugurate*

*Ms. Deeksha N*  
*Mr. Keerthanraj T. S*  
*Mr. Ashwin Kumar*  
*District Community Mobilizers and EDP Trainer*

**Seventh Sense Sense People Development SolutionsPvt Ltd and Inquilab Inventions Foundations**

*In the Presence of*  
***Prof Manjunatha Pattabi***  
*Director, IQAC*  
*Mangalore University*  
*And*  
***Prof. Puttanna K***  
*Chairman*  
*Department of Business Administration*  
*Mangalore University*

**Date: 6<sup>th</sup> December, 2021**

**Time: 09.00 AM**

**Venue: MBA Seminar Hall**

# MANGALORE UNIVERSITY

## 6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

### Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.