



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 556: INTERNATIONAL MARKETING MANAGEMENT

Workload	: 4 hours per week - Total credits : 4
Examination	: 3 hours 70 marks
Objectives	: To give an in depth analysis of international marketing, its opportunities and promotional policies of the governments to augment trade.
Pedagogy	: Lectures, assignments, discussions, seminars, case analysis.

Chapter 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).

Chapter 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.

Chapter 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

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

Chapter 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

Chapter 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.

Chapter 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.

References:

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. RajanSaxen& 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. Johny K. Johansson -Global Marketing - TMH.
14. Justine Paul- International Marketing: Text & Cases - Tata McGraw-Hill Education.
15. Rajagopal – International Marketing – Vikas Publishing House, New Delhi.

