

Global Marketing Management

Course Code	21BA4T3MA	Year	II	Semester	II
Course Category	Elective (Marketing)	Branch	Business Administration	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	Marketing Management
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes

Upon successful completion of the course, the student will be able to:

CO1	Analyze and identify international trades and opportunities within global marketing environments.	L4
CO2	Examine the impact of global and regional influences on products and services for consumers and businesses and develop creative market entry strategies in new firm.	L4
CO3	Apply the basic global oriented marketing strategies which include total product concept, pricing, place, and promotion.	L3
CO4	Analyze the different principles of promotion and develop the distribution channel in selecting foreign country market intermediaries and physical distribution of goods.	L4
CO5	Apply current technologies and regulations of EXIM policies to support an organization's integrative trade initiatives.	L3

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	3	3	-	-	-	3	-	2	-	-	-	3	2
CO2	3	3	-	-	-	3	-	2	-	-	-	3	2
CO3	3	3	-	-	-	3	-	2	-	-	-	3	2
CO4	3	3	-	-	-	3	-	2	-	-	-	3	2
CO5	3	3	-	-	-	3	-	2	-	-	-	3	2

SYLLABUS

Unit No.	Contents	Mapped CO
I	Global Marketing: Scope and significance of Global Marketing - Difference between Domestic and Global Marketing - Need for International Trade-Trends in Foreign Trade - Global Market Environment factors and Regulatory Environment of Global Marketing - Technological Environment - Business Customs in international Market.	CO1 CO2
II	Targeting International Market Opportunities and Market Entry Strategies: Global market segmentation, targeting and product positioning, Regional Market Characteristics - Marketing in Transitional Economies and third world countries - Market Entry Strategies- Indirect Exporting - Domestic	CO2 CO3

	Purchasing - Direct Exporting - Foreign Manufacturing and Franchising strategies - Entry strategies of new firms.	
III	Global Product Management and Pricing: Global Product Life Cycle - New Products and brands in Global Markets. Global Pricing Policy: Price and Non-Price Factors, Methods of Pricing, Pricing Strategies, Dumping and Price Distortion. Global Pricing – Policy alternatives.	CO2 CO3
IV	Promotion for Global Markets and Global Marketing Channels: Communications Process, principles of communication. Global Marketing Channels: Distribution Structures, Distribution Patterns, Challenges in managing a Global Distribution Strategy - Selecting foreign country market intermediaries and physical distribution of goods.	CO1 CO3 CO4
V	Foreign Markets and Export Marketing Process: Export Pricing and Costing, Export-Import (EXIM) Policy of India, 2015-2020. Export Marketing Documentation: Introduction - Significance of export documentation.	CO1 CO5
Case Study Compulsory. Relevant cases have to be discussed in each unit.		

Learning Resources	
Text Books:	
<ol style="list-style-type: none"> 1. Aryasri A.R., “International marketing”, Student Helpline Publishing Housing (P) Ltd 2. Warren J. Keegan (2014), “Global Marketing management”, 5/e, Pearson Education, Noida. 	
Reference Books:	
<ol style="list-style-type: none"> 1. Philip R. Cateora, John L. Graham (2019), “International Marketing” 11/e, Tata McGraw-Hill Co. Ltd. 2. Sunil Gupta (2011), “International Marketing”, Kalyani Publishers, New Delhi. 3. Srinivasan R. (2010), “International Marketing”, Prentice-Hall of India Pvt. Ltd. 4. Jeffrey Edmund Curry(2010), “International Marketing”, University Science Press, New Delhi. 5. Czinkota (2009), “International Marketing”, Cengage Learning, New Delhi. 6. Jean Pierre Jeannet (2001), “Global Marketing Strategies”, Jaico Publishing House, New Delhi. 7. Raja Gopal (2009), “International Marketing”, Vikas Publishing House, New Delhi. 8. Sak Onkvisit (2009), “International Marketing”, Routledge Publications, New Delhi. 9. Kotabe, Peloso (2008), “International Marketing”, Wiley India, New Delhi. 	
e- Resources & other digital material:	
<ol style="list-style-type: none"> 1. https://nptel.ac.in/courses/110/107/110107112/ 2. https://nptel.ac.in/noc/courses/noc19/SEM1/noc19-mg10/ 	