

### **304 (F) : INTERNATIONAL MARKETING**

1. Objectives of International Marketing – Challenges and opportunities in International Marketing – Quality considerations in International Marketing – Underlying forces of International Marketing.
2. Global marketing environment –Economic Environment, Socio-cultural Environment –Legal and Statutory Framework.
3. International Market entry and Development
4. Global Marketing Information System and Research.
5. Planning for International Marketing- Global Marketing Mix
6. Market Analysis and Foreign Market Entry Strategies.
7. MNE and lifecycle of its products- Basic Product strategies.
8. Documentation and procedural complexities- Registration with various agencies – Compulsory Quality Control- Processing Export Orders.
9. Limitations of Global Marketing.

#### ***Books Recommended***

1. International Marketing, R.M.Joshi, OUP
2. Global Marketing Management, K. Lee, OUP
3. International Marketing-Cateora.
4. Managing International Marketing –Varkey.
5. Creating Market across the Globe: Strategies for business excellence – Korwar
6. Essence of International Marketing –Stan Paliwoda.
7. Global Marketing Management-Warren J. Keegan.
8. International Marketing Management-Subhash Jain.
9. International Marketing Micheal- R Czinkota, Ilkka A Ronkainen
10. International Business, P. Subba Rao