



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester

Functional Area Specialization: International Business Management

Subject Name: International Marketing Management (IMM)

Subject Code: 4539241

With effective from academic year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> the environmental variables that influence international marketing for a given firm or industry.</li> <li>• <i>Describe</i> the strategies and tactics that can lead to successful international marketing.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Produce</i> a comprehensive international marketing plan and marketing strategy.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Explain</i> the impact of global and regional influences on products and services for consumers and businesses.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Illustrate</i> the necessary modifications that need to be made to the marketing mix, to cater to the values, ethics and cultural sensitive of the foreign market.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> a real-world case study involving complicated international marketing issues and propose recommendations in both written form and in the form of a group presentation.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Compare</i> and <i>contrast</i> the global marketing strategies of multi-national enterprises with typical strategies of small-to medium-sized businesses.</li> </ul>

## Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539241	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Analyze</i> the environmental variables that influence international marketing for a given firm or industry.	3	3	3	-	3	1	-	1	2
LO2: <i>Describe</i> the strategies and tactics that can lead to successful international marketing.	3	3	1	2	2	1	-	1	2
LO3: <i>Produce</i> a comprehensive international marketing plan and marketing strategy.	1	1	3	2	3	1	-	1	1
LO4: <i>Explain</i> the impact of global and regional influences on products and services for consumers and businesses.	2	2	2	2	2	1	1	1	1



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester**  
**Functional Area Specialization: International Business Management**  
**Subject Name: International Marketing Management (IMM)**  
**Subject Code: 4539241**

With effective  
from academic  
year 2018-19

LO5: <i>Illustrate</i> the necessary modifications that need to be made to the marketing mix, to cater to the values, ethics and cultural sensitive of the foreign market.	1	-	-	2	2	-	3	-	2
LO6: <i>Analyze</i> a real-world case study involving complicated international marketing issues and propose recommendations in both written form and in the form of a group presentation.	-	2	3	3	2	1	1	1	1
LO7: <i>Compare</i> and <i>contrast</i> the global marketing strategies of multi-national enterprises with typical strategies of small-to medium-sized businesses.	-	-	3	3	3	-	1	-	2

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

**3. Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
<b>I</b>	<b>Introduction to International Marketing:</b> <ul style="list-style-type: none"> <li>• Definition, Nature, Importance &amp; Scope, International Marketing Management Process, Influence of physical, economic, socio, cultural, political and legal environments on international marketing, scanning and monitoring global marketing environment</li> </ul>	10	18
<b>II</b>	<b>International Market Segmentation and Positioning:</b> <ul style="list-style-type: none"> <li>• Screening and market selection</li> <li>• International marketing research</li> <li>• Information for international marketing decisions</li> <li>• Market entry strategies</li> <li>• International Product Planning:               <ul style="list-style-type: none"> <li>○ Product and Service decisions, standardization v/s adaptation, Country – of – origin effect, managing the product line, International Product Life Cycle, New Product Development</li> </ul> </li> </ul>	10	18
<b>III</b>	<b>Pricing for International Markets:</b> <ul style="list-style-type: none"> <li>• Factors affecting international pricing decisions, international pricing process and policies, transfer pricing</li> </ul>	10	17



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester**  
**Functional Area Specialization: International Business Management**  
**Subject Name: International Marketing Management (IMM)**  
**Subject Code: 4539241**

**With effective  
from academic  
year 2018-19**

	<b>International Distribution:</b> <ul style="list-style-type: none"> <li>Distribution channels, selection of overseas agents, international logistics, transportation, warehousing, insurance</li> </ul>		
<b>IV</b>	<b>International Promotion:</b> <ul style="list-style-type: none"> <li>Issues and challenges in communicating across countries, international promotional tools – Advertising, personal selling, publicity and sales promotion, developing an international promotion campaign, trade fairs, exhibitions</li> </ul> <b>Organizing and Control</b>	10	17
<b>V</b>	<b>Practical:</b> <ul style="list-style-type: none"> <li>Student should study at least four to five Cases in above areas of subject as applied in any one Company / SME, and make a Public Presentation the class in presence of preferably an International Marketing / Export Manager / Consultant.</li> <li>Students may visit an export firm and identify its reasons for entering into international markets. Subsequently, they can correlate the motives and entry strategies with the concepts taught in class.</li> <li>Identify through secondary data, how transnational firms and MNCs adapt / standardize their offerings.</li> </ul>	---	(30 marks CEC)

**4. Pedagogy:**

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

**5. Evaluation:**

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

**6. Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Warren K. Keegan, Mark C. Green	Global Marketing	Pearson	2016 / 9 <sup>th</sup>
2	Gautam Dutta	Global Marketing	Pearson	2017 / 1 <sup>st</sup>
3	Michael R. Czinkota, IkkaA..Ronkainen	International Marketing	Cengage	2017 / 10 <sup>th</sup>
4	Rakesh Mohan Joshi	International	Oxford	2014 / 2 <sup>nd</sup>



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester  
Functional Area Specialization: International Business Management  
Subject Name: International Marketing Management (IMM)  
Subject Code: 4539241

With effective  
from academic  
year 2018-19

		Marketing		
5	Justin Paul, Ramneek Kapoor	International Marketing: Text and Cases	TMH	2012 / 2 <sup>nd</sup>
6	P K Vasudeva	International Marketing	Excel	Latest
7	Sak Onkvisit John J. Shaw	International Marketing	PHI	Latest
8	Philip R. Cateora, Mary C. Gilly, John L. Graham	International Marketing	McGraw Hill	2017 / 15 <sup>th</sup>
9	R. Srinivasan	International Marketing	PHI	2016 / 4 <sup>th</sup>

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

**7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.**

1. International Journal of Logistics and Supply Chain management
2. Asia Pacific Journal of Marketing
3. International Journal of Advertising
4. Global journal of Marketing
5. International Journal of Marketing Studies