

<b>JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR</b>				
<b>MBA IV Semester</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**(17E00408) INTERNATIONAL MARKETING**  
**(Elective VI)**

**Objective :** The objective of the course is to provide students with a perspective of International Marketing Management, its environment and complexities.

- 1. International Marketing:** Scope and Significance of International Marketing, The importance of international marketing, Differences between international and domestic marketing, legal environment and regulatory environment of international marketing.
- 2. International Market Entry Strategies:** Indirect Exporting, , Direct Exporting, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.
- 3. International product management:** International product positioning, Product saturation Levels in global Market, New products in International Market, Products and culture, brands in International Market.
- 4. International Marketing Channels:** Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy, Selecting Foreign Country Market intermediaries. The management of physical distribution of goods, Grey Market goods.
- 5. Export Marketing:** Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.

**Text books:**

- International Marketing, Michael R. Czinkota, Likka A Ronkainen, Cengage .
- Global marketing Management , Keegan, Green, 4/e, Pearson

**References:**

- International Marketing Analysis and Strategy, SakOnkvisit, John J. Shaw, PHI.
- International Marketing, Philip R. Cateora, John L. Graham, Prasanth Salwan, TMH.
- International Marketing, Vasudeva PK, excel.
- Global Marketing, Management, Lee, Carter, Oxford.
- International Marketing and Export management, Albaum , Pearson Education.
- Global Marketing, Johansson, TMH.
- Integrated Marketing Management – Text and Cases, Mathur, Sage.