

**M.Com. Part II**  
**Sub: International Marketing**  
[ New Course From , June-2007]

**Unit- – I**

**Introduction to International Marketing:**

- Nature and Significance
- Process of International Marketing.
- International Dimensions of Marketing
- Domestic Marketing versus International Marketing
- The Applicability of Marketing
- Characteristics of Multinational Cooperative (MICS)
- Benefits of International Marketing.
- Basic for International Trade.
- Marketing Barriers : Tariffs and Non Tariff
- W.T.O, GATS, IPR

**Unit- – II**

**International Marketing Environment:**

- Political Environment
- Legal Environment
- Culture Environment
- Psychological and social Environment

**Unit- – III**

**Market analysis and Foreign Entry Strategy:**

Market analysis, Exportity, Licensing, Joint Venture, Manufacturing assembly Operation, Management contact, turnkey operations Aeruisition, strategies Alliances, analysis of Entry Strategies.

**Product Strategies :**

Basic Decision and Product planning, Branding and Packaging decisions  
Distraction strategies: channels of distribution Physical Destruction and documentation

**Unit- – IV**

**Promotion Strategies : and Financial Environment and Decisions**

Personal Selling, Publicity and sales promotion Advertising Strategies Prizing strategies and basic decisions, Terms of sale and payment

Sources of Financing and International Money Market, Currencies and foreign Exchange.

**Structure of question paper****Total Marks :-100  
Time :- 3 hours.**

Question Number	Unit	Marks	Note
1 OR 1	1	25	
2 OR 2	2	25	
3 OR 3	3	25	
4 OR 4	4	25	

**References :-**

1. International Marketing; SAK ONK visit. John. J. Shah.; Prentice Hall of India Pvt Ltd.
2. International Markets; Fayerweather John.; Prentice Hall of India Ltd.
3. Internatyional Marketing; S.C.Jain. CBS Publications, NewDelhi.
4. International Markets; Charullium; Himalaya Publication
5. International Marketing; Vasudev P.K. Excell Books, NewDelhi.
6. The Essence of International Marketing; Polluode, Stanley. J ; Prentice Hall, New Delhi.