

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

<b>L</b>	<b>T</b>	<b>PW</b>	<b>C</b>
<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

<b>Course Code</b>	<b>MFT5SEMM12 MBM5SEMM12 MFB5SEMM12</b>
<b>Course Title</b>	<b>International Marketing</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Identify the issues related to design and implementation of International Marketing Strategy
2. Relate and analyze factors affecting international marketing environment
3. Analyze the issues and challenges related to market entry and expansion strategies into foreign markets.
4. Develop strategies for international markets.

**Syllabus**

**Teaching Hours**

<p><b>Unit I: The International Marketing Environment</b></p> <ul style="list-style-type: none"> <li>• Management Orientations in the context of International Marketing</li> <li>• Forces affecting global integration and international marketing</li> <li>• Global Economic, Socio-Cultural, Political, Legal and Regulatory Environment</li> <li>• The Global Trade Environment</li> </ul>	07
<p><b>Unit II: Approaching International Markets</b></p> <ul style="list-style-type: none"> <li>• Information Technology, Management Information Systems, and Big Data for International Marketing</li> <li>• Global Market Segmentation, Targeting and Positioning Strategy</li> <li>• Global Market Entry and Expansion Strategies</li> <li>• Importing, Exporting and Sourcing in the context of International Marketing</li> </ul>	08
<p><b>Unit III: The International Marketing Mix</b></p> <ul style="list-style-type: none"> <li>• Product and Brand Decisions</li> <li>• Pricing Decisions</li> <li>• Marketing Channels and Physical Distribution in the context of International Marketing</li> <li>• Global Marketing Communications decisions</li> </ul>	08

<p><b>Unit IV: Digital Revolution, Strategy and Leadership in International Marketing</b></p> <ul style="list-style-type: none"> <li>• Global E-commerce</li> <li>• Value Networks and Disruptive Technologies in the context of International Marketing</li> <li>• The Digital Revolution: New Products and Services</li> <li>• Global Competition and National Competitive Advantage</li> <li>• Leadership and Organisation for International Marketing</li> <li>• Ethics, Corporate Social Responsibility and Social Responsiveness in the context of International Marketing</li> </ul>	<p>07</p>
---	-----------

**Suggested Readings:**

1. Keegan, W.J., and Green, M.C., Global Marketing, New Delhi: Pearson India Education Services Pvt. Ltd.
2. Czinkota, M.R., and Ronkainen, I.A., International Marketing, New Delhi: Cengage Learning Indi Pvt. Ltd.
3. Albaum, G., and Duerr, E., International Marketing and Export Management, New Delhi: Pearson India Education Services Pvt. Ltd.

w.e.f. Academic Year 2019-20 and onwards