



**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

## **Course: International Marketing Strategy**

### **Summary**

Course Status:	Upcoming
Course Type:	Elective
Duration:	8 weeks
Last Date for Enrollment:	28th Feb 2023
Start Date:	1 <sup>st</sup> March 2023
End Date:	30 <sup>th</sup> May 2023
Exam Date:	15th June 2023
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate

### **Course Layout**

#### **Week 1: International Marketing: An Introduction**

Foundation of International Marketing – Essence, Objectives and Features of International Marketing – International Markets and Globalization – International Marketing Strategies – Why Businesses Enter International Markets – The International Market – At A Glance – The Challenges of International Marketing – International Marketing Orientation – Stages of Internationalization – Transition from Domestic to Transnational Market – Driving and Restraining Forces Affecting – Global Integration and Global Marketing – Scope of Marketing Indian Products Abroad – Summary – Self Assessment Questions

## **Week 2: The Environment of Global Marketing**

The Global business Environment – The International marketing Environment – A brief Review – The Global marketing Environment – Economic Environment – The World Economy – Impact of Environment on International marketing – Summary – Self-Assessment Questions

## **Week 3: International Trade and Environment & Trading Blocs and Intra – Regional Trade**

International Trade – International trading Environment – Commodity agreements – Cartels – State Trading – Canalizing Trading Blocs and Intra: Regional Trade – Theory of Trade Blocs – Conceptual background For Regional economic Groupings – Trade Blocs – Forms of Regional economic Group – What Is European Union? How It works and Its History – Euro V/S Dollar – India and European Union Relations – Free Trade agreements and India – Trade Impact on Other Countries of The World – Recent trends In India S Trade Policy – Trade Outlook – Summary – Self-Assessment Questions

## **Week 4: World Trade Organization , MNCs And International Business**

World Trade Organization – An Epigrammatic Overview – History – Principles – GATT – GATT – The post: Uruguay round Built: In agenda – Basic Principles Two agreements – Overview of WTO agreements – WTO Organization – Gats – Trips – Trims – Dispute Settlement Procedures Under WTO – UNCTAD – UNIDO – The Doha development agenda – WTO and India

Global Investment Prospects – Trends in FDI Flows – MNC Defined – Popular Examples of Multinationals – Organizational transformation – Globalization of Business – Multinationals in India – Summary – Self-Assessment Questions

## **Week 5: International Marketing, Intelligence & Market Selection & Market Entry Strategies**

Introduction – Information Requirements – Sources of Information – International marketing Research – Need for International market Selection – Selection – A process To Internationalize – Determinants of Market Selection – International market Segmentation – Market-Screening Model – The Basis of International market Segmentation – Preliminary screening – Unilever Global portfolio – Purpose of Market-Entry – Objectives – Market: Entry modes – Overview of Internal criteria for Market-Entry – Market: Entry strategies – Entry strategy of Indian Firms – Summary – Self-Assessment Questions

## **Week 6 : Organizational Structure & International Marketing Mix and Product Decision**

Types of Organizational structure – Multinational companies – Organizational structure Of Multinationals – Transitional organization Structure – International organization Structure (With Diagram)

Concept and Definition – Marketing Mix Objectives – The Marketing Mix – Key variables – Product – Product Mix – Product Life–Cycle – New Product Development – Branding – Scope of Promoting Indian Brands abroad – Packaging – Label ling – Label ling and Packaging for Export – Alternative International Product Strategies Between Domestic and Foreign Markets – Summary – Self–Assessment Questions

### **Week 7: International Pricing**

Structure: Concept of Pricing Policy – Pricing Overview – Pricing Objectives – Factors affecting Pricing – Pricing Strategies – Pricing approaches – Alternative approaches To Determining Price – International pricing Challenges – Incoterms – Summary – Self–Assessment Questions

### **Week 8: International Distribution & Promotion**

Place: Distribution Strategy – Distribution Patterns – International channel system – Types of Distribution Channels – Types of Intermediaries – International logistics  
Promotion – Defined – Objectives – Targets of Promotional campaigns – The Promotional mix – International marketing Communication – Summary – Self–Assessment Questions

### **Certificate Course**

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

### **CRITERIA TO GET A CERTIFICATE**

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e–certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.