

Veer Narmad South Gujarat University
Export Management II (MKT)
T.Y. B.B.A., Semester VI Effective from Dec 2013

Objectives:

To sensitise students with dynamics of international business and equip them with skills

Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world, assignments, projects & presentations

1. International Marketing

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Market Selection: Process, Determinants, Evaluation, Market Entry Strategies, International Marketing Environment

- a. **International Product Decisions** - International Product: Advantages and Disadvantages of Standardization VS Adaptation, Branding Decisions in International Marketing, Packaging and labelling in International Marketing
- b. **International Pricing** - Objectives, Factors affecting pricing, Pricing methods, Transfer Pricing, Steps in Pricing
- c. **International Distribution** - International channel system, Types of foreign intermediaries, Factors influencing channel selection
- d. **International Promotion** - Major Decisions in International Marketing Communication, Communication mix decisions, Role of Trade fairs and exhibitions in international promotion.

2. Export Procedure and Documentation

(30)

Export Import Procedure, Export Documentation

List of references

1. ***International Business: Text and Cases - P. Subba Rao, Himaliya Publishing House.***
2. ***International Business: Text and Cases - Francis Cherunilam, PHI Learning.***
3. ***International Business - Rakesh Mohan Joshi, Oxford University press.***
4. ***International Trade and Export management - Francis Cherunilam, Himaliya Publishing House.***
5. ***International Marketing – Rajendra Nargunkar, Tata Mcgrow Hill.***
6. ***International Marketing: Text and Cases - Francis Cherunilam, Himaliya Publishing House.***
7. ***Export Management - T.A.S. Balagopal, Himaliya Publishing House.***
8. ***International Marketing management: An Indian Perspective - R. L. Varshney, B. Bhattacharya, Sultan Chand & sons.***