Course Title: International Marketing
Course No: Mrkt 313
Credit Hrs.: 3
ECTS: 5
Prerequisites: Mrkt 221,222
Teaching and Learning Methods:

Lecture, Projects, Industry visit, Case studies, Individual and Group Assignments

Course Objectives:

After studying this course, the student should be able to:

- Define international marketing
- Explain the benefits and barriers of international marketing
- Discuss the major environmental factors affecting the overseas operation
- Explain the various requirement and the procedure involved in export
- Define the meaning of strategic marketing planning and the forms of business combination
- Define the meaning of marketing research and the problem involved in conducting a research
- Describe the major marketing tools used to meet the customer's needs, namely the 4p's.

Course Descriptions:

This course coves trades, marketing environment and strategies of International Marketing. It also deals with finances, risk involved, and export / import procedures as well as the globalization of business in the light of International marketing.

Course Contents:

Chapter One: Overview of International Marketing

Trends in International trade

Mode of entry to International Marketing

Chapter Two: International Marketing Environment

2.1. Economic, social political/ government demography, technological and international trading environment

2.2. International trade agreements/organizations

Chapter Three: Multinational companies and International Business

3.1. Globalization of business

3.2. International market intelligence

3.1. Marketing Section

Chapter Four: International Marketing Strategies

4.1. From market entry strategy

4.2. Market coverage strategy

4.3. International product decision

4.4. International pricing

4.5. International distribution

4.6. International promotion

Chapter Five: Export Finance/Risk, Insurances

5.1. International Finance

5.2. Marine Insurance

5.3. Quality Control + Pre shipment Inspection

5.4. Export Procedure and Documentation

Evaluation Modalities

Continuous Assessment 50%

- Attendance.....5%
- Tests.....30%
- Individual Assignments.....5%
- Team Assignments..... 10%

Final Exam.....50%

Grand Total.....100%

Texts and Additional Reading

Texts

- Onkivisit, S. and Shaw, J. (2004) International Marketing, third edition, prentice hall, New Delhi,.
- Coteora, R. (1996) International Marketing, 9th ed., Boston Irwin Inc.

Additional Reading

- Michel, R.Ilkka, A. (1998) International Marketing, fifth edition, the Dryden press, New York,
- Terpstra, (2001) International Marketing, eighth edition, prentice hall, New Delhi,
- Zimmerman, Alean (2013) Business to Business Marketing Management A Global L Perspective 2nded
- Kruaqmin, P.R., Obstfeld, M. and Melting, M.(2014) International Trade Theory and Plicy, 10th Edition.
- Feentra, R.C., Taylor, A. M. (2010). International Trade: 2nd Edition Worth Publishers
- Carr, I. and Stone, P. (2013). International Trade Law: Routledge, 5th edition