

ELECTIVE-MARKETING  
**INTERNATIONAL MARKETING**

**COURSE CODE- MKT4**

Max. Marks (Ext. Exam): 80  
Min. Pass Marks : 32

**OBJECTIVES:**

**The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.**

**COURSE CONTENTS :**

**UNIT-I** International Marketing – Definition, Concept And Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions – World Bank, IMF, UNCTAD, WTO, Customs Union, Common Markets, Free Trade Zones, Economic Communities.

**UNIT-II** Constraints on International Marketing – Fiscal and Non-fiscal Barriers, Non-tariff Barriers; Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP.

**UNIT-III** India and World Trade, Import and Export Policy, Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.

**UNIT-IV** Procedure and Documents – Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments Of Payments – Open Account, Bills of Exchange; Letter Of Credit – Export Finance.

**UNIT-V** International Marketing Mix – Identification of Markets, Product Policy, International Product Life Cycle Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**SUGGESTED READINGS :**

1. Bhattacharya, B. Export Marketing: Strategies for Success, New Delhi, Global Business Press, 1991.
2. Johri, Lalit M. International Marketing: Strategies for Success. University of Delhi, Faculty of Management Studies, 1980.
3. Keegan, Warren. Global Marketing Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
4. Onkvisit, Sak and Shaw. J.J. International Marketing; Analysis and Strategy. New Delhi, Prentice Hall of India, 1995.
5. Pripalomi, V.H. International Marketing. Prentice Hall.
6. Terpstra, Vern and Sarathy, R. International Marketing. Orlando, Dryden Press, 1991.