

# INTERNATIONAL MARKETING (MKT730)

## **Course Introduction:**

International marketing is the application of marketing principles in more than one country. This course is designed primarily with intention to make students informed about international marketing strategies. International marketing is based on strategy created in home country and distributed to other countries. Nowadays, international marketing is developed by many multinational companies around the globe. With the advent of new technology and changing needs and wants of the customers, companies are forced to go internationally in order to gain high market share. Thus, companies with high market share and market base are able to acquire strong competitive edge. Understanding theories, strategies and policies is the key element in successful marketing efforts.

## **Course Objectives:**

- The course is designed to expand the knowledge about the theories and key concepts of international marketing.
- Expand the understanding about the international marketing process and strategies.
- To teach the application of concepts and strategies to move internationally.
- Equipped with the knowledge of research and sharpen analytical skills in order to get competitive edge.

## **Learning Outcomes:**

After the completion of this course, the students will be able to:

- Comprehend the key concepts of international marketing as an approach to develop strategies about export, marketing, domestic marketing and international marketing.

- Comprehend the theories of international marketing in developing and launching product internationally.
- Apply international marketing process as a tool to launch internationally.
- Analyze the international marketing process in order to develop strategies to launch product internationally.
- Analyze the government regulations in order to move internationally.
- Develop strategies to solve real time problems.
- Execute the research process to determine factors which affect international marketing.

**Intended Audience:**

The course is specifically designed for students of MS program, as International Marketing is specialized course. They need to have market knowledge, how they get competitive edge and how they play with the minds of the customers, and what are the issues they are facing in competitive environment etc. This course gives in-depth knowledge of international marketing and related issues. The students can blend implications of international marketing strategies at strategic international marketing related decisions.

**Course Synopsis:**

This course is designed primarily with intention to make students informed about international marketing strategies. International marketing is based on strategy created in home country and distributed to other countries. The focus is to sharpen the analytical skills of the students with the teaching of case studies and research articles. Today, many businesses have been expanded and are continuing to expand around the globe. The success depends upon the strategies applied in international market. Basically, the course provides in-depth understanding of organizations that use marketing discipline to get competitive edge in international context.

## Course Contents:

Course contents are divided into 4 modules which are given below:

|  |          |
|--|----------|
| <b><u>Module 1</u></b>                           | 1 to 5   |
| Evolution of global marketing                    |          |
| Globalization                                    |          |
| International marketing process                  |          |
| Engaging in international markets                |          |
| <b><u>Module 2</u></b>                           | 6 to 15  |
| International trade and investment theories      |          |
| International marketing information requirements |          |
| Foreign national environments                    |          |
| Role of governments in international markets     |          |
| International culture                            |          |
| <b><u>Module 3</u></b>                           | 16 to 30 |
| Export potential in international markets        |          |
| International marketing research process         |          |
| Modes of entry into international markets        |          |
| International consumer markets                   |          |
| <b><u>Module 4</u></b>                           | 31 to 44 |
| International business markets                   |          |
| International target marketing                   |          |
| International market segmentation                |          |
| International marketing mix                      |          |

## Recommended Books:

- 1- International Marketing, Cateora (15th edition), Philip R. Cateora, John L. Graham, Mary C. Gilly/Tata, McGraw Hill
  - 2- International Marketing, Cateora (12th edition), Philip R. Cateora, McGraw Hill
  - 3- Global Marketing, Keegan, (4th edition), Pearson Education
  - 4- Global Marketing: A Decision-oriented Approach Hollensen. S, Global marketing. 1st ed. Ha, Svend Hollensen, Financial Times, Prentice Hall, 2011
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