

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**Independent Elective Course Offered by Department of Commerce to students for**  
**B.A. / B.Sc. / B.Com. / B.C.A. / B.S.W. / B.V.A. Degree Programmes**

**SYLLABUS**  
(Effective from the academic year 2015 -2016)

**INTERNATIONAL MARKETING**

**CODE: 15CM/UI/IM23**

**CREDITS : 3**

**OBJECTIVES OF THE COURSE**

- To familiarize with the nature and practices of international marketing
- To equip, design and participate in designing an international marketing strategy

**Unit 1**

**Introduction (15 hrs.)**

- 1.1 Definition, Domestic Marketing Vs. International Marketing
- 1.2 Reasons and Motivation for International Marketing
- 1.3 Scope and Benefits of International Marketing
- 1.4 Trade Barriers - Types and Reasons for Its Imposition

**Unit 2**

**International Marketing Environment (13 hrs.)**

- 2.1 Meaning, Factors Contributing to Business Environment
- 2.2 Economic, Cultural and Demographic Environment, Geographic, Political and Legal Environment
- 2.3 Conditions for Global Product Offering - Product Adaptation Hofstede

**Unit 3**

**Institutional Framework (12 hrs.)**

- 3.1 Various Institutions Engaged in Export Promotion in India
- 3.2 Advisory Bodies - Board of Trade & Export Promotion Board
- 3.3 Commodity Organisations

**Unit 4**

**Export Procedure and Documents (15 hrs.)**

- 4.1 EXIM Policy
- 4.2 Export Procedure and Documents
- 4.3 Processing of an Export Order

**Unit 5**

**Trends in International Marketing (10 hrs.)**

- 5.1 Recent Trends in World Trade
- 5.2 FEMA, TRIPS
- 5.3 Current Status on Indian Economy - Role Played by Government in Export Promotion

## **BOOK FOR STUDY**

Cherunilam, Francis. *International Trade and Export Management*. Mumbai: Himalaya, 2012.

## **BOOKS FOR REFERENCE**

Balagopal, TAS, *Export Management*. Mumbai: Himalaya, 2010.

Lewis Keith and Mathew Housden. *Introduction to International Marketing - A guide*.

Rathor, Jani and Rathor. *International Marketing*. Mumbai: Himalaya, 2010.

Varma, M.L. *International Trade*, New Delhi: Vikas, 2011.

Varshney, R.L. and B. Bhattacharya. *International Marketing Management - An Indian Perspective*, New Delhi: Sultan, 2010.

Warren J. Keergan, Mark Green. *Global Marketing*, Prentice Hill.

## **JOURNALS**

Journal of International Marketing

Journal of International Marketing impact factor

Journal of International Marketing and Exporting

Journal of International Marketing ranking

The Journal of International Trade and Economic Development

International Journal of Trade and Global Markets

Journal of International Trade Law and Policy

## **WEB RESOURCES**

[www.marketingteacher.com/what-is-international-marketing/](http://www.marketingteacher.com/what-is-international-marketing/)

[www.marketing-schools.org/types-of-marketing/international-marketing.html](http://www.marketing-schools.org/types-of-marketing/international-marketing.html)

[www.ncti.gov.in/how\\_do\\_exports\\_commodity\\_boards.php](http://www.ncti.gov.in/how_do_exports_commodity_boards.php)

[internationalmarketingenvironment.com/](http://internationalmarketingenvironment.com/)

[www.exporthelp.co](http://www.exporthelp.co).

[www.bms.co](http://www.bms.co)

## **PATTERN OF EVALUATION**

**End Semester Examination:**

**Total Marks: 100**

**Duration: 3 hours**

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words )

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)