

FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV	Session : 2024-25
1	Course Code	COSE-02 (Gr.-III-Marketing)	
2	Course Title	International Marketing (Gr.-III-Marketing)	
3	Course Type	Discipline Specific Elective Course(COSE)(Gr.-III-Marketing)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Understand the international market and customer needs across multiple foreign countries. Explain export import policy and develop an understanding of export business. Evaluate the international pricing and methods. Develop international marketing skills for advertising, personal selling. Analyze the impact of international marketing on economic growth of any society. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-60Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	International Marketing: Nature, Definition and Scope of International Marketing, Domestic Marketing v/s International Marketing, International environment-external and internal. Identifying and Selecting Foreign Market: Foreign Market entry mode decision.		15.
II	Product Planning for international market: Product designing, Standardization vs. adaption, Branding and Packaging, Labeling and quality issues, after sales service. International Pricing: Factors influencing International Price, Pricing process and methods, international price quotation and payment terms.		15
III	Promotion and Product/Services abroad: Methods of International promotion, Direct mail and sales literature, Advertising, Personal selling, Trade fairs and exhibitions International Distribution: Distribution channels and logistics decisions, Selection and appointment of foreign sales agents.		15
IV	Export Policy and Practices in India: EXIM policy-an overview, Trends in India's foreign trade, steps in starting an export business, Product selection, Market selection, Export pricing, Export finance, Documentation, Export procedures, Export assistance and incentives.		15
Key Words	International Marketing, International Environment, Foreign Market, Product Planning, International Pricing, Promotion, Product, Distribution, Export Policy, EXIM Policy, Foreign Trade.		

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PART-C: Learning Resources**Text Books, Reference Books and Others:****Text Books Recommended:-**

1. Dr. S.C. Jain, Sahitya Bhawan Publications, Agra (Hindi Medium)
2. Dr. Shalini Agrawal, Sahitya Bhawan Publications, Agra (English Medium)
3. Dr. I.M. Sahai, SBPD Publishing House, Agra (Hindi & English Medium)
4. Varshney & Bhattacharya: International marketing management, Sultan Chand & Sons.
5. P.K. Vasudeva, 'International Marketing' Excel books.

Note: Learners are advised to use latest edition of text books.

Reference Books:

1. R. Srinivasan, 'International Marketing' Prentice Hall India.
2. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.
3. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.
4. S.A. Sherlekar, V.S. Sherlekar, 'Global Marketing Management', Himalaya publishing House.

On line Resources : * e-Resources/e-books and e-learning portals:

- <https://www.youtube.com/watch?v=t3Yf75xtDNg>
<https://www.youtube.com/playlist?list=PLW0x4cbGdwRLMWVWsTKWF1VoMD0dkUWY7>
https://onlinecourses.swayam2.ac.in/cec21_mg17/preview
https://onlinecourses.nptel.ac.in/noc22_mg50/preview
<https://www.gelato.com/blog/international-marketing>

PART -D : Assessment and Evaluation :

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2): 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Better marks out of the Two Test/Quiz+obtained marks in Assignment shall be considered against -30 Marks
End Semester Exam. (ESE):	Two Section :- A & B Section A : Q.1-Objective -10x1=10Marks; Q.2-Short answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out 2 from each unit-4x10=40Marks	

Name and Signature of Convener & Members of (CBoS) :

15/06/24
 Shashi
 10/06/24
 Shashi