

Lecture Plan							
<b>NAME OF THE COLLEGE: GOVERNMENT COLLEGE OF ARTS, SCIENCE &amp; COMMERCE, SANQUELIM GOA.</b>							
<b>NAME OF FACULTY:MS.PRIYANKA THANEKAR</b>			<b>SUBJECT:INTERNATIONAL MARKETING MANAGEMENT</b>				
<b>PAPER CODE: UCOD103</b>			<b>PROGRAM: T.Y.B.COM</b>			<b>DIVISION:</b>	
<b>ACADEMIC YEAR: 2024 - 2025</b>			<b>SEMESTER: V</b>			<b>TOTAL LECTURES:60</b>	
<b>Course Objectives:</b> To develop an understanding of the basic concepts of International marketing.							
<b>Expected Course Outcome:</b> <ul style="list-style-type: none"> <li>List the features, objectives and importance of international marketing management.</li> <li>Analyse and compare international market entry strategies and export promotion organization.</li> <li>Identify the factors affecting international product pricing and point out the types of dumping.</li> <li>State the types of international market intermediaries and enumerate the concept.</li> </ul>							
<b>Student Learning Outcome:</b> <ul style="list-style-type: none"> <li>Students will be able to list the features, objectives and importance of international marketing management.</li> <li>Students will be able to analyze and compare international market entry strategies and export promotion organization.</li> <li>Students will be able to identify the factors affecting international product pricing and point out the types of dumping.</li> <li>Students will be able to state the types of international market intermediaries and enumerate the concept</li> </ul>							
Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
JULY 2024	01-07-2024	26-07-2024	15	<b><u>Unit 1 Introduction to International Marketing Management</u></b> Meaning, Features of International Marketing, Distinction between International and Domestic Marketing. Objectives and Importance of International Marketing. Challenges in International Marketing, Importance of International Marketing Research. International Marketing Environment.		Power point presentation	P.S.International Business- Text & Cases, Himalaya Pub

JULY- AUGUST 2024	27-07-2024	24-08-2024	15	<b>Unit 2 Developing International Marketing.</b> International market entry strategies-Licensing, Joint Ventures and Direct Investment. Export Promotion Organisations- Trade Blocks, Free Trade Zones, Special Economic Zones, Export Processing Zones.	Power point presentation	Kotler, Philip, Keller, Kevin Lane et al. Marketing Management- A South Asian Perspective By Pearson Education
AUGUST- SEPTEMBER 2024	26-08-2024	25-09-2024	15	<b>Unit 3 International Product and Price Policy.</b> Global Branding, Trademarks, Packaging and Labelling. International Pricing Strategies, Factors affecting International Product Pricing, Dumping and types of Dumping, Price Quotations.	Power point presentation	P.S.International Business- Text & Cases, Himalaya Pub. Kotler, Philip, Keller, Kevin Lane et al. Marketing Management- A South Asian Perspective By Pearson Education
SEPTEMBER -OCTOBER 2024	26-09-2024	22-10-2024	15	<b>Unit 4 International Distribution and Promotion Policy.</b> Types of International market Intermediaries, Export Marketing Communication Mix. Importance of Export Marketing Communication. International Advertising. Trade Fairs and Exhibitions.	Power point presentation	P.S.International Business- Text & Cases, Himalaya Pub. Kotler, Philip, Keller, Kevin Lane et al. Marketing Management- A South Asian Perspective By Pearson Education

**\* Assessment Rubrics**

<b>Component</b>	<b>Max Marks</b>
ISA 1	10
ISA 2	10
Practical	Nil
Project	
Semester End Exam	80