

Lecture Plan															
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa															
Name of Faculty: Ms.Priyanka Thanekar		Subject: International Marketing													
Paper code: CBM306		Program:T.Y B.COM			Division: -										
Academic year: 2025-2026		Semester: VI			Total Lectures: 60										
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To enable learners to develop an understanding of the basic concepts of international marketing.</li> <li>2. To provide basic knowledge to the changing international marketing environment.</li> <li>3. To enable learners to identify international product, pricing policy, and promotion policies.</li> <li>4. To provide basic knowledge about international intermediaries.</li> </ol>															
<p><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. Evaluate the strategies to enter the international market.</li> <li>2. Elaborate on the concepts of global branding, packaging and labeling</li> <li>3. Explain the different intermediaries in international marketing.</li> <li>4. Estimate the challenges in international marketing.</li> </ol>															
<p><b>Student Learning Outcome:</b> After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate the strategies to enter the international market.</li> <li>2. Elaborate on the concepts of global branding, packaging and labeling</li> <li>3. Explain the different intermediaries in international marketing.</li> <li>4. Estimate the challenges in international marketing.</li> </ol>															
Month	Lecture From	Lecture To	No. of lectures	Topic, Subtopic to be covered	Exercise/Assignment	ICT Tools	Reference books								

			allotted					
December 2025	01/12/25	6/12/25	15	<b>Syllabus Discussion</b>  <b>Unit 1: Introduction to International Marketing Management</b> Meaning, Features of International Marketing, Distinction between International and Domestic Marketing			PPT	Kotler, P., Keller, K. L., et al. (2017). Marketing Management- A South Asian Perspective. Pearson Education.
	8/12/25	13/12/25		Objectives and Importance of International Marketing, Challenges in International Marketing				
	15/12/25	20/12/25		Importance of International Marketing Research.  International Marketing Environment: Economic, Socio-Cultural, Demographic, Political and Technological.				
	22/12/25	23/12/25		International Marketing Environment: Economic, Socio-Cultural, Demographic, Political and Technological.				
January 2026	01/01/26	10/01/26	15	International Marketing Environment: Economic, Socio-Cultural, Demographic, Political and Technological.  <b>Unit 2: Developing International Marketing.</b> International market entry strategies - Licensing, Joint Ventures, Direct Investment, Greenfield investments, Turnkey Projects				R, P., & Graham, C. J. (2008). International Marketing. McGraw-Hill Companies.
	12/01/26	17/01/26		Franchising, Piggybacking, Exporting, Outsourcing. Export Promotion Organizations- Trade Blocks				

	19/01/26	24/01/26		Outsourcing. Export Promotion Organizations- Trade Blocks, Free Trade Zones			
	27/01/26	31/01/26		Special Economic Zones, Export Processing Zones			
February 2026	2/02/26	7/02/26	15	<b>Unit 3: International Product and Pricing Policy</b> Global Branding: Meaning and Benefits, Trademarks, Packaging & Labelling: Meaning, Functions and special considerations in international marketing,		PPT	R, P., & Graham, C. J. (2008). International Marketing. McGraw-Hill Companies.
	9/02/26	14/02/26		International Pricing Strategies: Economy, Penetration, Skimming, Premium, Discount, Competitive, Cost- Based, Dynamic. Factors affecting International Product Pricing,			
	16/02/26	21/02/26		International Product Marketing, Factors influencing product adaption in international markets.			
	23/02/26	28/02/26		International Product life Cycle, Dumping and types of Dumping, Price Quotations.			
March 2026	02/03/26	07/03/26	15	<b>Unit 4: International Distribution and Promotion Policy</b> <b>International market Intermediaries:</b> Meaning, Importance. Types of International Market Intermediaries: Direct and Indirect.			Kotler, P., Keller, K. L., et al. (2017). Marketing Management- A South Asian Perspective. Pearson Education.
	09/03/26	14/03/26		Types of International Market Intermediaries: Direct and Indirect. Direct Intermediaries: Importers, Distributors, Wholesalers, Retailers, Government Departments, State Buying Organisations.			
	16/03/26	21/03/26		Indirect Intermediaries: Export Merchants, Agents/ Brokers. Export Marketing Communication Mix.			

	23/03/26	28/03/26		Importance of Export Marketing Communication, International Advertising,			
	30/03/26	31/03/26		Trade Fairs and Exhibitions.			
<b>Assessment Rubrics</b>	<b>Component</b>	<b>Max Marks</b>					
	ISA 1	10					
	ISA 2	10					
	ISA 3	10					
	Project						
	Semester End Exam	80					