

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	
Course Objectives: 1. To enable learners to develop an understanding of the basic concepts of international marketing. 2. To provide basic knowledge to the changing international marketing environment. 3. To enable learners to identify international product, pricing policy, and promotion policies. 4. To provide basic knowledge about international intermediaries.							
Course Outcome: 1. Evaluate the strategies to enter the international market. 2. Elaborate on the concepts of global branding, packaging and labeling 3. Explain the different intermediaries in international marketing. 4. Estimate the challenges in international marketing.							
Student Learning Outcome: After completion of this course, the learners will be able to: 1. Evaluate the strategies to enter the international market. 2. Elaborate on the concepts of global branding, packaging and labeling 3. Explain the different intermediaries in international marketing. 4. Estimate the challenges in international marketing.							
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.			

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