

Elective Course 4: International Marketing

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M3PE512	Course Duration:	30 Hours

Course Objectives:

- To introduce foundational concepts, strategies, and challenges in global marketing.
- To equip students with practical skills for market entry, segmentation, and positioning in international markets.
- To develop analytical capabilities for evaluating cross-cultural consumer behaviour and global market dynamics.
- To foster understanding of international marketing regulations, trade practices, and competitive strategies.
- To cultivate strategic insights into managing global brands, marketing campaigns, and distribution networks.

Course Outcomes:

- CO1: Understand the application of marketing principles in the global Context
- CO2: Apply global strategy concepts to international contexts
- CO3: Analyse international marketing strategies considering cultural, political, geographic and other differences, as well as standardization v/s localization etc.
- CO4: Evaluate Global marketing strategies using frameworks taught in the course
- CO5: Create a global marketing plan for a product/category to be launched in selected countries

Unit/ Module	Content	CO Mapping	Hours Assigned
1	Global marketing environment – WTO, country competitiveness, Balance of payments, international trade in goods and services	CO1, CO2	3
2	Competing in Global Markets – company influences – economies of scale, demand in other countries, differences in consumer	CO1, CO2	3

	behaviour		
3	Understanding consumer behaviour in global context – Hofstede’s dimensions; Meyer’s cultural map; country of origin effect on consumer behaviour; High and Low context cultures; World Values Survey (WVS); impact of culture on marketing mix	CO2, CO3	2
4	Country influences on global strategies – political systems, importance of Free Trade Agreements and Preferential Trade Agreements, regulatory issues such as protection of intellectual property rights	CO2, CO3	3
5	Global Market Research – primary and secondary data sources, estimate market size –chain ratio method	CO2, CO3	2
6	Global Segmentation- bases for segmentation; approaches to segmentation in international markets, positioning -Global Consumer Culture Positioning (GCCP), Global branding	CO2, CO3, CO4	2
7	Marketing strategy – cross-subsidization of markets, lead market concept, strategies in Emerging Markets	CO3, CO4, CO5	2
8	Country Entry strategies – indirect exports, direct exports, licensing, franchising, contract manufacturing, Joint Ventures, FDI mode, wholly owned foreign entities (WOFE); impact of International Product life cycle on entry modes	CO3, CO4, CO5	2



Text Books:

1. Masaaki Kotabe, Kristiaan Helsen. Global Marketing Management. John Wiley.
2. Warren Keegan, Gautam Dutta. Global Marketing Management. Pearson
3. Vern Terpstra, Ravi Sarathy. International Marketing. Thomson South-Western