Elective Course 2 : Global Marketing

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M4PE535	Course Duration:	30 Hours

Course Objective:

- 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 glocal 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 **Competing in Global Markets** – company influences – economies of scale, demand in other countries, differences in consumer behaviour	CO1,CO2	5

2	**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 **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	5
3	**Global Market Research** – primary and secondary data sources, estimate market size – chain ratio method **Global Segmentation**- bases for segmentation; approaches to segmentation in international markets, positioning - Global Consumer Culture Positioning (GCCP), Global branding **Marketing strategy** – cross-subsidization of markets, lead market concept, strategies in Emerging Markets	CO2, CO3, CO4, CO5	4
4	**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	4
5	**Product Policy** – adaptation v/s standardization; diffusion of innovation, Global Product Platforms, packaging and labelling norms; managing multinational product lines; counterfeit and piracy; global services **Pricing Policy** – impact of currency movements on price, transfer pricing, role of gray channels, pricing corridor, consideration of anti- dumping duties, counter-vailing duties; price harmonization, counter trade; ethnocentric,	CO2, CO3, CO4	4

	polycentric, geo-centric pricing		
6	**Logistics** – 3rd party logistics, theatre warehousing, free trade zones, distribution agreements.	CO3, CO4	4
7	**Promotion** – advertising, personal selling, trade fairs and exhibitions **Internet and marketing** – structural barriers to e-commerce, integrated v/s locally responsive web marketing strategies, mass customization	CO3, CO4	4

Textbooks:

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