**TEACHING PLAN 2023-24 (EVEN SEMESTER)**

**(JAN 2024 to April 2024)**

**Name: Jai Prakash**

**Class:** B.Com. (Pass)

**Subject:** International Marketing (6.06)

**Semester:** 6th

**Department:** Commerce

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| **Month** | **1st Week** | **2nd Week** | **3rd Week** | **4th Week** |
| **JANUARY** | **Unit-1**  International Marketing:  Nature and Concept | Domestic Vs International Marketing | Opportunities and Challenges for marketing in International Environment | Foreign market selection and entry modes |
| **FEBRUARY** | **Unit-2**  Product Planning and Pricing:  International product life cycle research and information | Product designing and packaging | Pricing process and methods | International price quotations and payment terms |
| **MARCH** | **Unit-3**  International Distribution:  Channel structure and selection decisions | Managing channel conflicts | Selection and appointment of foreign sales agents  Basic export procedure and documentation | **Vacations** |
| **APRIL** | **Unit-4**  Product Promotion:  Methods of International product Promotion | Challenges in International advertising and media strategy | Web marketing | Organising trade fairs and exhibitions |

**Teacher Signature**