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

**(Jan 2024 to Apr 2024)**

**Name: Jai Prakash**

**Sub:** International Marketing (16MCO24DC2)

**Class:** M.COM.

**Semester:** 4th

**Department:** Commerce

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| **Month** | **1st Week** | **2nd Week** | **3rd Week** | **4th Week** |
| **JANUARY** | **Unit-1**  Introduction to International Marketing: Nature and significance; Complexities in international marketing | Transition from domestic to transnational marketing; International market orientation – EPRG framework; International market entry strategies | International Marketing Environment: Internal environment | External environment -geographical¸ demographic, economic, socio-cultural, political and legal environment; Impact of environment on international marketing decisions |
| **FEBRURAY** | **Unit-2**  Foreign Market Selection: Global market segmentation; Selection of foreign markets; international positioning. International Marketing Planning | Organising and Control: Issues in international marketing planning; International marketing information system | Organising and controlling International marketing operations. Emerging Issues and developments in international marketing: Ethical and social issues | International marketing of services; Information technology and international marketing; Impact of globalisation |
| **MARCH** | **Unit-3**  Product Decisions: Product planning for global markets | Standardization vs. product adaptation; New product development | Management of international brands; Packaging and labeling; Provision of sales related services  Pricing Decisions: Environmental influences on pricing decisions; International pricing policies and strategies | Vacations |
| **APRIL** | **Unit-4**  Promotion Decisions: Complexities and issues | International advertising | personal selling | sales promotion and public relations |

**Teacher Sign**