

DSE II: MDM 506: INTERNATIONAL MARKETING

Course Objectives:

- A. Identify and understand the various cultural and regional variables (and their degree of impact) and how they impact businesses in the short-term and long-term future; what companies can do to utilise these variables and mitigate their impact.
- B. Understand the nuances of international marketing related activities such as advertising, pricing, supply chain management, market entry, branding and customization etc.
- C. Anticipate changes in the operating environment of a business on a global level.
- D. Read, understand, relate and be able to utilise/implement the ideas of great thinkers and researchers in the field of global business, marketing and management.

Learning Outcomes:

At the end of this course, students would be able to:

1. Identify the key skills that a (good) business (international) manager should have.
2. Articulate factors that promote business and business environments.
3. Implement various tools and actions for a beneficial situation within a given operating (business) environment.
4. Fundamentals of sustainable (profitable) business growth with focus on international expansion, operating in multiple markets, new business opportunities and market analysis.
5. Articulate the various support systems that a business can use and access (governmental interventions and policies; operating market level advantages such as access to capital, quality and quantity of labour available; availability of land; size, purchasing power and buying behaviour of the target market; MNC level advantages; etc.)

Course Contents:

Unit I

(2 Weeks)

Introduction; Reasons behind international expansion; types of MNCs; Expatriates and Inpatriates; Stages of International Exposure; Global Marketing, Using Social Media tools.

References:

Cateora, Philip R. & Graham, John L.: International Marketing, Tata McGraw Hill. | Chapters 1, 2 and 12

Joshi, Rakesh Mohan: International Marketing, Oxford University Press. | Chapters 1, 2, 7 and 21

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Unit II

(3 Weeks)

National-level variables, regional trading blocs; Physical variables, Geographic distance, Grouping of industries in specific areas/regions, Environment specific impacts, Distribution of Natural Resources; Cultural Variables, Impact on doing business (Distance, Power, Decision Making, People Management, Delegation, Corruption, Quality Benchmarks Etc.), Gender biases, Festivals, Buying Behaviour; PESTEL; Porter's Diamond Model; Positioning; Protectionism and its impact on international trade.

References:

Cateora, Philip R. & Graham, John L.: International Marketing, Tata McGraw Hill. | Chapters 4, 5, 6, 7, 10 and 11

Joshi, Rakesh Mohan: International Marketing, Oxford University Press. | Chapters 3, 4 and 5

Unit III

(3 Weeks)

Porter's Five Forces Model; Ghemawat's CAGE framework; Globalisation; Demographics and Segmentation; Assessing Market Potential, How markets behave, Selling in specific markets (Developed, Developing, Post-Communist); "Right" Market to enter and "Right" Time to enter; What (mis-selling, outdated products), Where, Why, and How are we selling; Customer needs (of the new/foreign market); Location of manufacturing facilities; Labelling and Packaging (Export and Retail); Selling to and in emerging markets; Concerns and issues with available market analysis tools.

References:

Cateora, Philip R. & Graham, John L.: International Marketing, Tata McGraw Hill. | Chapters 8, 9, 13 and 14

Joshi, Rakesh Mohan: International Marketing, Oxford University Press. | Chapters 6, 8, 9, 10 and 11

Unit IV

(4 Weeks)

Strategic (and global) Alliances; Global level of competition; Product Development; E-Commerce and Changing International Marketing Paradigms; Supply Chain as a source of International Advantages; Managing International Sales (Channels and Logistics); International Advertising and Promotions; Pricing for international markets, Pricing wars (War Chests), Approaches – Full-cost v/s Variable, Skimming v/s Penetration (non-numeric), factors influencing pricing; Implementing a Global Marketing Strategy; Support Mechanisms

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for Exports and International Trade, Export Infrastructure and Assistance in India, ITPO; International Payment Methods, Finance and Raising Funds, Taxation and Tax Havens, Marine and Cargo Insurance. Managing Risks in International Trade.

References:

Cateora, Philip R. & Graham, John L.: International Marketing, Tata McGraw Hill. | Chapters 15, 16, 17, 18 and 19

Joshi, Rakesh Mohan: International Marketing, Oxford University Press. | Chapters 12, 13, 14, 15, 18, 19, 20 and 22

Text Books: (latest editions should be referred to)

1. Cateora, Philip R. & Graham, John L.: International Marketing, Tata McGraw Hill.
2. Joshi, Rakesh Mohan: International Marketing, Oxford University Press.

Additional Readings: (latest editions of all books should be referred to)

1. Keega, Warren J.: Global Marketing Management, Prentice Hall India.
2. Muhlbache, Hans: International Marketing-A Global Perspective, Cengage Learning.
3. Varshney & Bhattacharya: International Marketing Management, Sultan Chand & Sons.

Teaching and Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others.
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics.

Assessment Method:

The total assessment of the course is for 100 marks and would be split as follows:

- A. Semester end exam = 75 marks

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B. Attendance = 5 marks

C. Internal = 20 marks (12 - class participation; 8 - term paper)

Course Keywords:

Cross-cultural; Trans-national; International; Cultural; Cultural barriers; Regional; International business environment.