

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Commonwealth MBA/MPA Programme)**

**INTERNATIONAL MARKETING (5588)**

**CHECK LIST**

**SEMESTER: AUTUMN, 2013**

This packet comprises the following material:-

1. Text Books
2. Assignment No. 1, 2
3. Assignment Forms (two sets)
4. Course outlines

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

**Mailing Officer  
Mailing Section, Block No. 28  
Allama Iqbal Open University  
H-8, Islamabad  
Ph: 051-9057611-12**

**Dr. M. Majid Mahmood Bagram  
Course Coordinator**

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
(Commonwealth of Learning Executive MBA/MPA Programme)

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: International Marketing (5588)**  
**Level Executive MBA/MPA**

**Semester: Autumn, 2013**  
**Total Marks: 100**

**Instructions:**

- a) All written assignment must be well organized, presented in an easy-to-read format, and neat. If your handwriting is not legible, type or compose the written assignment. Moreover, pay particularly close attention to grammar, spelling punctuation and understandability. Communication is extremely important in this course.
  - b) Documentation is likewise very important. Un-supported statements or opinions are worth less to the reader who desires to verify your finding. Complete and specific documentation is mandatory. Also, your references should be to primary sources, except in rare unusual situation.
  - c) Quoting should be kept to an absolute minimum.
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**ASSIGNMENT No. 1**

- Q. 1 A small footwear manufacturer presently operating in domestic market only, wants to go international. What methods would you suggest to the organization to reach foreign markets and why? **(20)**
- Q. 2 Your company is planning to expand its operations in international markets. What pre -investment measures would you undertake to manage the political risk? **(20)**
- Q. 3 Your company is a leading designer of bridal dresses, currently operating in local markets only. After getting huge success in the local markets, it wants to enter into Asian and US markets. Which approach of EPRG frame work would you follow and why? **(20)**
- Q. 4 (a) As a newly appointed export manager, you have received an export order for export of Handicraft items to USA. Write down the steps you would take for executing the export order.

- (b) How does culture influence international marketing decisions? Explain with the help of suitable examples. **(10+10)**
- Q. 5 What is the relevance of conducting international marketing research? Explain the role of desk research in context of international marketing. **(20)**

## **ASSIGNMENT No. 2**

**Total Marks: 100**

### ***Instructions***

1. This assignment is a research-oriented activity. You are required to develop a term paper and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by our directorate of regional services and the same will be communicated to you directly as well as through approved study centers assigned to you.
2. You will have to participate in the activity fully, actively, and practically to be eligible to sit in the final examination of the course. Please send one copy of this assignment to COL MBA/MPA Programme, Block No. 11, Allama Iqbal Open University, Sector H-8, Islamabad.
3. For the preparation of this assignment, you should first thoroughly review the conceptual framework of the topic and develop a scholarly material of the same giving references, quotations, and extracts of various scholars and experts. Then visit any business/commercial organization and study the relevant practical aspects there. Combining the theoretical and practical aspects, develop a comprehensive paper consisting of at least 20 to 25 typed pages to be submitted to your tutor.
  - a) Introduction to the topic
  - b) Important sub-topics
  - c) Practical study of the organization with respect to the topic
  - d) Review of theoretical and practical situations, merits, de-merits deficiencies or strengths of the organization with respect to the topic under study.
  - e) Conclusion and recommendation
  - f) Annex, if any
4. Prepare a copy of this assignment and submit to your tutor for your evaluation.
5. You should add any illustrative material/data/tables/analysis for effective submission.
6. If you fail to submit this assignment in the class, then you will not be able to sit in the final examination conducted by AIOU.
7. A number of topics given below are the general aspects of the course and you are required to select one of the topics according to the last digit of your roll number. For example, if the roll number is N-9337241, you will select topic number 1, and if the roll number is O-3427185 then you will select topic number 5 (the last digit).
  0. Regulations and Restrictions of Exporting/Importing
  1. Pricing issues in International Marketing
  2. Marketing Economic Development in industrialized countries
  3. Global Marketing Strategies and planning
  4. The scope and challenges of International Marketing

5. Multinationals Market Regions and Product Development
6. Consumer Products and China
7. Cultural Environment of Global Market
8. Researching Scope of Global Market
9. Global Advertising and Promotion Efforts

## **COURSE OUTLINE**

### **INTERNATIONAL MARKETING (5588)**

- 1. Introduction to Global Marketing**  
 Overview of Basic Marketing  
 Introduction to Global Marketing  
 The importance of Global Marketing  
 Management Orientations  
 Forces Affecting global Integration and Global Marketing
  
- 2. The Global economic Environment**  
 An Overview of the World Economy  
 Economic Systems  
 Stages of Marketing Development  
 Balance of Payments  
 Trade Patterns
  
- 3. The Global Trade Environment: regional Market Characteristics and Preferential Trade Agreements**  
 The World Trade Organization and GATT  
 Preferential Trade Agreements  
 North America, Latin America: SICA, Andean Community, Mercosur, Asia-Pacific,  
 Western, Central, and Eastern Europe, The Middle East
  
- 4. Social and Cultural Environment**  
 Basic Aspects of Society and Culture  
 High- and Low- Context Cultures  
 Hofstede's Cultural Typology  
 The Self-Reference Criterion and perception  
 Diffusion Theory  
 Marketing Implications of Social and Cultural Environment  
 Training in Cross Cultural Competency
  
- 5. The Political, Legal, and Regulatory Environments of Global Marketing**  
 The Political Environment  
 International Law  
 Sidestepping Legal Problems: Important Business Issues  
 Conflict Resolution, Dispute Settlement, and Litigation  
 The Regulatory Environment

6. **Global Information Systems and Marketing Research**  
 Information Technology for Global Marketing  
 Information Subject Agenda  
 Formal Market Research  
 Current Issues in Global Marketing Research  
 The Marketing Information System as a Strategic Asset  
 An Integral Approach to Information Collection
  
7. **Going Global: Segmentation, Targeting, and Positioning**  
 Global Marketing Segmentation  
 Global Targeting  
 Selecting a Target Market Strategy  
 Product Positioning
  
8. **Sourcing Strategies: Exporting and Importing**  
 Organizational Export Activities  
 National Policies Governing Exports and Imports  
 Tariff Systems  
 Key Export Participants  
 Organizing for Exporting in the Manufacturer's Country  
 Organizing for Exporting in the Market Country  
 Export Financing and Methods of Payment and Sourcing
  
9. **Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances**  
 Licensing  
 Global Strategic Partnerships  
 International Partnerships in Developing Countries  
 Cooperative Strategies in Japan  
 Cooperative Strategies in South Korea  
 Cooperative Strategies in United States: Targeting the Digital Future  
 Market Expansion Strategies
  
10. **Strategic Elements of Competitive Advantage**  
 Industry Analysis: Forces Influencing Competition  
 Competitive Advantage  
 Global Competition and National Competitive Advantage  
 Current Issues in Competitive Advantage
  
11. **Product and Brand Decisions**  
 Basic Product Concepts  
 Global Brand Development  
 Product Saturation Levels in Global Markets  
 Attitudes toward Foreign Products  
 Extend, Adapt, Create: Strategic Alternatives in Global Marketing  
 New Products in Global Marketing  
 The International Product Trade Cycle Model

- 12. Pricing Decisions**
  - An overview of pricing concept
  - Global Pricing Objectives and Strategies
  - Environmental Influences on Pricing Decisions
  - Global Pricing: Three Policy Alternatives
  - Gray Market Goods
  - Dumping, Transfer Pricing and Countertrade
  
- 13. Global Marketing Channels and Physical Distribution**
  - Channel Objectives and Constraints
  - Selection and Care of Distributors and Agents
  - Distribution Channels: Terminology and Structure
  - Global Retailing
  - Innovation in International Retailing
  - Channel Strategy for New Market Entry
  - Physical Distribution and Logistics Management
  
- 14. Global Marketing Communications Decisions : (Advertising and Public Relations)**
  - Global Advertising
  - Advertising Agencies: Organizations and Brands
  - Creating Global Advertising
  - Global Media Decisions
  - Public Relations and Publicity
  
- 15. Global Marketing Communications Decisions : (Sales Promotion, Personal Selling,)**
  - Special Forms of Marketing Communication, New Media
  - Sales Promotion
  - Personal Selling
  - Special Forms of Marketing Communication: Direct Marketing, Event Sponsorship, and Product Placement
  - New Media
  
- 16. Leading, Organizing and Controlling the Global Marketing Effort**
  - Introduction to leading and organizing in the global environment
  - Global Marketing Management Control
  - The Global Marketing Control
  - The Global Marketing Audit

