

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

INTERNATIONAL MARKETING (MBA-8527)

CHECK LIST

SEMESTER: AUTUMN 2013

This packet comprises following material:-

1. Text book
2. Course Outline
3. Assignment No. 1, 2
4. Assignment Forms (two sets)
5. Tutorial Schedule

If you find anything missing, in this packet, out of the above mention material, please contact at the address given below:

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(Department of Business Administration)

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 (8527)
Level: MBA

Semester: Autumn 2013
Total Marks: 100
Pass Marks: 50

- Instructions:** To answer each question please pursue the following guidelines:
- Review the literature to develop your understanding about the topic.
 - Find the practical examples from authentic sources
 - Build up arguments to support your conclusion
 - Use Internet and Library sources to enrich your answers
 - To maintain your academic integrity and honesty please integrate source material. There are basically three ways to integrate source material into your writing. You may
 - Quote it.
 - Paraphrase it.
 - Summarize it.
- Late assignments will not be entertained.

ASSIGNMENT No. 1
(Units: 1–5)

- Q. 1 What are the four phases of international marketing involvement? Compare the product life cycle with the product trade cycle to explain involvement in international marketing. **(20)**
- Q. 2 As a marketing manager, explain how cultural and economic environmental factors can affect your international marketing strategies and how would your accommodate them? **(20)**
- Q. 3 Discuss different criteria which can be used to evaluate international markets. Explain with reasons which one you think is the most relevant for suppliers of? **(20)**
- (i) Industrial products
 - (ii) Consumer goods

- Q.4 Select a recent merger or acquisition in an industry such as banking, pharmaceutical or media industry and describe the rationale behind it. Explain how will it lead to global competitive advantages and what problems might result? (20)
- Q.5 Analyze three products of your choice such as gloves, sports goods, surgical instruments, textile goods, digital cameras, freezers, and contact lenses — and suggest international marketing strategy for each of them. Give a rationale of your recommended strategy. (20)

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research activity. You are required to visit any business/commercial organization and study their marketing system as whole of marketing of product and prepare a research report of about 20 pages on one of the topics given below. To avoid duplication you are required to select the topic according to the last digit of your roll number. For example if your roll number is 1-342718 then you will select topic # 8 from the list given below (last digit).

Topics

1. International Trading Environment
2. Identifying and Analyzing International marketing Opportunities
3. Role of Trade Commissioners, Delegations and Trade Development Authority of Pakistan.
4. International Market Entry Strategies
5. International Product Development and Management
6. International Pricing
7. Promoting Products in foreign Market
8. International Channels of Distribution
9. Organizing for International Marketing Efforts
10. Current issues of Pakistani Exports

The assignment should be developed on the following format:

- Introduction
- Review of literature
- The data collection
- Data analysis
- Conclusion and recommendations
- References
- Annexes

Guidelines for submission of assignments

You are required to prepare two copies of 2nd assignment. Submit one copy to your tutor/teacher for evaluation and the second copy for presentations in the workshop in the presence of the resource persons and classmates, which will be held at the end of the semester prior to the final examination.

INTERNATIONAL MARKETING (MBA-8527)

Course Introduction

For organizations to grow in the global markets, or even just to survive in domestic markets which are increasingly attacked by international players, it is essential that their managers understand the complexity of international marketing and develop the skills, aptitudes and knowledge necessary to compete effectively in the market. Therefore, students who plan to enter marketing profession will need to understand and apply the principles of international marketing.

This course is designed to introduce you to advanced marketing concepts and practices in a global business perspective. A comprehensive overview of the dynamics and trends in international marketing include market analysis, strategic planning, product development, product positioning, distribution and pricing. Special emphasis is placed on the development and delivery of global launches and campaigns. The course addresses the skills necessary for evaluating, developing and delivering marketing programs for a global and multicultural audience. Tutorials, class discussions, assignments, workshops and presentations will help develop strong analytical, creative, team-work and communication skills in the participants along with the key tools and techniques of the discipline.

Course Objectives:

On completion of the course participants will be able to:

1. Recognize the nature of international marketing and understand the challenges of conducting business in foreign markets;
2. Identify and analyze the foreign market opportunities;
3. Evaluate the alternative foreign market entry modes available to organizations;
4. Demonstrate a sound understanding of how to manage the firm's marketing mix and activities in international markets;
5. Apply analytical skills in reading case studies, scenarios and international business press.

Brief Course Outline:

- Unit-1: Introduction to International Marketing
- Unit-2: International Trading Environment
- Unit-3: Identifying and Analyzing International Marketing Opportunities
- Unit-4: International Market entry Strategies
- Unit-5: International Product Development and Management
- Unit-6: International Pricing
- Unit-7: Promoting Products in Foreign Market
- Unit-8: International Channels of Distribution
- Unit-9: Organizing for International Marketing Efforts

Detailed Course Outline:

UNIT-1: INTRODUCTION TO INTERNATIONAL MARKETING

- Developments in international market
- Nature of international marketing
- Strategic importance of international marketing
- International marketing planning
- International marketing vs domestic marketing
- Methods of entering foreign markets
- Factors to be considered before entering export field
- Determinants of international marketing policies
- Stages of international marketing
- Opportunities and challenges in international marketing

UNIT-2: INTERNATIONAL TRADING ENVIRONMENT

- Introduction to basic theories of world trade
- Institutions affecting world trade
- Cultural environment
- Sources of cultural knowledge
- Economic environment
- Economic alliances and their impact on international trade
- International political and legal environment
- International trade barriers
- Motivations to internationalization
- Internationalization process
- Change agents
- Trends in exporting, licensing and franchising
- Developments in enabling technology

UNIT-3: IDENTIFYING AND ANALYZING INTERNATIONAL MARKETING OPPORTUNITIES

- **Management information system**
- Classification of world markets
- Understanding global buyers behaviour
- Market entry conditions
- Investigation of market potentials
- Identifying and measuring potential market information
- Role and organization of international marketing research
- Role of Trade Commissioners, Delegation, and Trade development authority of Pakistan
- Planning a market survey
- Methods and techniques of Market Research
- How to analyse the competition

UNIT-4: INTERNATIONAL MARKET ENTRY STRATEGIES

- Internationalizing marketing operations

- Geographic market choices and their evaluation
- Country selection decision
- Selecting a marketing strategy
- Understanding market entry strategies
 - Indirect and direct exporting
 - Licensing
 - Franchising
 - Local manufacturing
- Ownership strategies
 - Wholly owned subsidiaries
 - Joint ventures
 - Strategies alliances
- Entering markets through mergers and acquisitions
- Exit strategies

UNIT-5: INTERNATIONAL PRODUCT DEVELOPMENT AND MANAGEMENT

- International market segmentation
- Standardization vs adaptation
- Factors affecting adaptation
- Test marketing
- Assessing the market environment related to the product
 - Government regulations
 - Non-tariff barriers
 - Customer expectations
 - Economic conditions
 - Competitive offerings
 - Climate and geography
- Building product characteristics
 - Product constituents
 - Branding
 - Labeling and packaging
- Product life cycle in international marketing
- Branding decisions

UNIT-6: INTERNATIONAL PRICING

- Nature of international pricing
- Factors affecting international pricing
- International pricing strategies
- Understanding terms of sale
- Deciding terms of payment
- Dealing with export transportation
- Managing foreign exchange risk
- Assessing sources of export financing of pricing
- International price negotiation skills
- International price quotations
- Leasing
- Dumping

UNIT-7: PROMOTING PRODUCTS IN FOREIGN MARKETS

- Nature of international promotion
- Sales promotion in international markets
- Personal selling
- International public relations
- International advertising strategy
- Role of advertising agency
- Factors affecting selection of advertising agency
- Managing advertising campaign
- Trade fairs and exhibitions
- International branding

UNIT-8: INTERNATIONAL CHANNELS OF DISTRIBUTION

- Nature of international channels
- Structure of the international distribution system
- Analyzing national channels
- International channel alternatives
- Factors affecting selection of channel members
- Managing international distribution
- Approaches to channel strategy
- Trends in global distribution

UNIT-9: ORGANIZING FOR INTERNATIONAL MARKETING EFFORTS

- Determinants of international marketing organization
- Alternative organization structures
- Phases in the development cycle of international marketing organization
- Assessing the suitability of the organization structure
- Trends in global organization structures
- Control in the international organization
- Conflicts between headquarters and subsidiaries

RECOMMENDED BOOKS:

1. Terpstra, V. and Sarathy, R. (2000) *International Marketing*, 8th ed., London; Fort Worth, Tex: Dryden Press.
2. Rugman, A. M., Collinson, S. and Hodgetts, R. M. (2006) *International Business*, Harlow: Financial Times Prentice Hall.
3. Cateora, P. R. and Graham, J. L. (2005) *International Marketing*, 12th ed. Boston: McGraw-Hill/Irwin series in marketing.
4. Gillespie, K., Jeannet, J.P. and Hennessy, H. D. (2004) *Global Marketing: an Interactive Approach*, Boston, MA: Houghton Mifflin.

