

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

**INTERNATIONAL MARKETING (5588)**

**CHECK LIST**

**SEMESTER: SPRING, 2014**

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

**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".**

**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.

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

**Semester: Spring, 2014**  
**Total Marks: 100**

**ASSIGNMENT No. 1**

- Q.1 Explain the factors which caused increased global integration and the growing importance of global marketing. **(20)**
- Q.2 Culture includes both conscious and unconscious values, ideas, attitudes and symbols that shape human behavior and that are transmitted from one generation to the next. It includes all that people learn in relation to values and norms, customs and traditions, beliefs and religions, rituals and artifacts. It is of significant importance that a manager should take into account common cultural "universals" so that their marketing programs in an international environment can most effectively be adapted to meet the needs of the expanded international marketplace. What are the core cultural facets that a manager should consider while marketing products in Pakistan? **(20)**
- Q.3 Discuss the step by step process of conducting research in an international environment? Which method of data collection can be most affective while collecting data about "customer satisfaction" and why? **(20)**

- Q.4 According to resource allocation, economic systems are classified into three broad categories i.e. marketing allocation, command allocation and mixed allocation. Discuss the nature, scope and distinguishing characteristics of each. **(20)**
- Q.5 In the present scenario, the significance of geopolitical alliances and even of national boundaries is diminishing. Change is so profound that even the historical foundation of the world political order being shaken strenuously. Discuss in detail, the importance of political, legal and regulatory environments in global market. **(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 of 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) Conclusions and recommendations
  - (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 present this assignment in the class, then you will not be able to sit in the final examination conducted by AIUO.
  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).
    1. Global Marketing Strategies and Promotion Efforts
    2. The Scope and Challenges of International Marketing
    3. Multinationals Market Regions and Product Development
    4. Consumer Products and China
    5. Cultural Environment of Global Market
    6. Researching Scope of Global Market
    7. Regulations and Restrictions of Exporting/Importing
    8. Pricing Issues in International Marketing
    9. Marketing Economic Development in Industrialized Countries
    10. Global Marketing Strategies and Planning.
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## **INTERNATIONAL MARKETING COURSE OUTLINE (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