

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

INTERNATIONAL MARKETING (8527)

CHECKLIST

SEMESTER: SPRING 2014

This packet comprises the following material:

1. Text Book
2. Course Outline
3. Assignment No. 1 and 2
4. Assignment Forms (2 sets)

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

The Mailing Officer

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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: Spring 2014

GUIDELINES FOR ASSIGNMENT No. 1 & 2:

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. You must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 1

Total Marks: 100

(Units: 1–5)

Pass Marks: 50

- Q. 1 How domestic marketing is different from international marketing? Discuss the significance and problems of international marketing in detail. **(20)**

- Q. 2 Elucidate the various stages of product life cycle in international environment? Which stage you think is most critical and why? **(20)**

- Q. 3 Marketing research is a process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service. But conducting research in an international environment is a cumbersome process which cannot be executed without coordinated efforts. Highlight the constraints involving in marketing research in international environment. **(20)**

- Q. 4 What are the different factors which can inhibit the ability of a marketing firm to enter into international market? Explain with the help of examples. (20)
- Q. 5 Discuss the role of Export Promotion Bureau and Trade Development Authority of Pakistan. Suggest strategies to improve export of Pakistan. (20)

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. You are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

List of Topics

0. Standardization
1. Packaging and labeling in international environment
2. International pricing strategies
3. Direct vs indirect exporting
4. Types of risk in international environment
5. Launching advertising campaign
6. Trade fair exhibitions
7. Product adaptation strategies in international environment
8. Terms of international payments
9. Significance of joint ventures

DETAILED COURSE OUTLINE
INTERNATIONAL MARKETING (8527)

Unit 1: International Marketing – An Overview

- 1.1 Scope of International Marketing
- 1.2 Importance of Export Marketing in the National Economy
- 1.3 International Marketing vs. Domestic Marketing
- 1.4 Factors to be Considered Before Entering Export Field
- 1.5 Method of Entering Foreign Markets
- 1.6 Determinants of International Marketing Policies
- 1.7 Problem of International Marketing

Unit 2: Identifying Foreign Market and Export Market Research

- 2.1 Classification of World Market
- 2.2 Market Entry Conditions
- 2.3 Investigation of Market Potentials
- 2.4 Identifying and Measuring Potential Market Information
- 2.5 Introduction of Market Research
- 2.6 Role of Trade Commissioners, Delegations, and EPB
- 2.7 Planning a Market Survey
- 2.8 Methodology and Techniques of Market Research

Unit 3: Product Planning and Pricing for Export

- 3.1 Product Adaptation and Strategies
- 3.2 Standardization
- 3.3 Product Life Cycle in International Marketing
- 3.4 Marking and Labeling
- 3.5 Packaging
- 3.6 Price and Non-Price Factors
- 3.7 International Price Quotations
- 3.8 Pricing Strategies

Unit 4: Promoting Products in Foreign Market

- 4.1 Nature of International Advertising
- 4.2 Sales Promotion
- 4.3 Management Rules for International Advertising
- 4.4 Advertising Campaign
- 4.5 Trade Fairs Exhibitions
- 4.6 Factors Affecting Selection of Advertising Agency

Unit 5: Entry to Overseas Market and Channel of Distribution

- 5.1 Direct Exporting
- 5.2 Indirect Exporting
- 5.3 Agents/Distributors
- 5.4 Channels of Distribution
- 5.5 Factors Affecting Selection of Marketing Channels
- 5.6 Approaches to Channel Strategy

Unit 6: Export Finance, Export Documentation, and Procedure

- 6.1 Terms of International Payments
- 6.2 Financing of Export Credit Needs
- 6.3 Export Documents
- 6.4 Processing of an Export Order

Unit 7: International Sales Contract and Export Packing

- 7.1 Importance of the Written Contract
- 7.2 Standard Clauses in the International Sales Contracts
- 7.3 Trade Agreements
- 7.4 Trade Preference and GSP
- 7.5 Classification of Countries for Purposes of International Marketing
- 7.6 Regional Cooperation for Development
- 7.7 Packaging in Developing Countries

Unit 8: Risk and New Techniques in International Marketing

- 8.1 Types of Risks
- 8.2 Insurance
- 8.3 Joint Venture: Meanings, Forms, and Evaluation
- 8.4 Motivating Factors and Guidelines for Pakistani Joint Ventures
- 8.5 Counter Trading

Unit 9: Export Marketing Plan and Trade Policy of Government of PAKISTAN

- 9.1 Marketing Plan
- 9.2 Steps in Preparing a Marketing Plan
- 9.3 Trade Policy - 1989-90

Recommended Books:

Jain, S. C. (2009). *International Marketing Management* (6th ed.). Pennsylvania State University: Digital Pub. Co.

Terpstra, V., Sarathy, R., & Russow, L. (2006). *International Marketing* (9th ed.). Illinois: Naper Publishing Group.

Cateora, G., & Graham (2009). *International Marketing* (13th ed.). USA: Richard D Irwin Publishers.

Gillespie, K., & Henessey, H. D. (2011). *Global Marketing* (3rd ed.). USA: Cengage Learning Inc.

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