

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

**INTERNATIONAL MARKETING (MBA-574)**

**CHECK LIST**

**SEMESTER: SPRING, 2014**

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:

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

**M. Ayub Shaikh**  
Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(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 (574)**

**Semester: Spring, 2014**

**Level: MBA**

**Total Marks: 100**

**Pass Marks: 40**

**ASSIGNMENT No. 1**

**(Units: 1–5)**

- Q. 1 Describe the role and significance of international marketing in the growth of any organization's product and services while keeping in mind its various challenges. **(20)**
- Q. 2 What are the major types of risks involved in international marketing? How to minimize these risks? Discuss. **(20)**
- Q. 3 Advertising can be standardize for all countries, discuss its various advantages and disadvantages with specific examples. **(20)**
- Q. 4 Select a recent merger or acquisition in any industry such as banking, pharmaceutical or media industry and describe the rationale behind it. Explain how will it lead to global competitive advantage and what problems might result? **(20)**
- Q. 5 Describe in the context of international marketing the significance and types of pricing strategies with example. **(20)**

**ASSIGNMENT No. 2**

**Total Marks: 100**

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 15 to 20 pages on one of the topic given below. To avoid the duplication you are required to select the topic according to the last digit of

his/her 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 2<sup>nd</sup> 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-574)**

### **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*, 8<sup>th</sup> 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*, 12<sup>th</sup> 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.

=====