

International Marketing

Course Title: International Marketing
Course No: MGT418
Nature of the Course: Theory
Semester: VII

Full Marks: 80 + 20
Pass Marks: 32 + 8
Credit Hrs: 3

Course Objective:

This course aims to provide an understanding of the process and dynamism of marketing practiced across the international markets.

Course Description:

This is a comprehensive course that deals on the process and challenges of international marketing. The course includes topics such as scope and challenges of international marketing, dynamism in international trade, the cultural, political, and legal international environment, global marketing strategies, regional and multinational trade arrangements, and structure and dynamism in Nepal's international trade.

Course Contents:

Unit 1. Introduction (6 Hrs.)

Concept and growth of international marketing. International marketing tasks. Stages of international marketing involvement. Strategic orientations in international marketing. The dynamism in international trade – trade barriers, balance of payments, protectionism, tariffs, quotas, and embargoes. Movements against trade restrictions – GATT and WTO. Regional trading blocks.

Unit 2. International Marketing Environment (10 Hrs.)

Cultural environment: Concept and origins of culture. Elements of culture. Cultural barriers in international trade. Importance of international cultural knowledge and cultural change in marketing. Political environment: Sovereignty of nations. Political risks of international business. Political vulnerability assessment and risk minimization strategies. Legal environment: Bases of legal systems. Jurisdictions in international legal disputes and dispute resolution methods.

Unit 3: International Marketing Research Global Marketing Information System (8 Hrs.)

Concept and Scope of international marketing research. Process of research – problem identification and research objectives. Concept and components of marketing information system, sources of global marketing information.

Unit 4: International Marketing Management (11 Hrs.)

Product development for international markets – quality, green marketing, and adaptation issues. Marketing opportunities in services. Challenges of managing brands globally. International marketing channels – distribution patterns in international markets. Marketing intermediaries and choice factors. Communications – Integrated marketing communications in international marketing. International advertising goals and strategy. International pricing – approaches to international pricing, price escalation and its effects. Transfer pricing strategy.

Unit 5: Nepal's International Trade (10 Hrs.)

Structural dynamism in Nepal's foreign trade. Import and export sources. Import and export procedures and documentations. Institutional mechanism for international trade – Public, private, and non-governmental agencies for trade and export promotions. Key problems in Nepal's international trade. SAPTA and SAFTA.

Recommended Books:

1. Cateora, Philip, John Graham, and Prasant Salwan, International Marketing, Tata McGraw Hill.
2. Terpstra, Vern and Ravi Sarathy, International Marketing, Dryden Press.
3. Jain, Subhash, International Marketing Management, CBS Publications.