

Name of Lecturer:- Manshit Kaur		Class :- B.com - III Year (VI Semester)
Department :- Commerce		Name of Subject :- International Marketing
January		
Week -1 (1-6)	<u>CH-1</u> International Marketing - Meaning, Nature, Benefits, Difficulties, International Marketing Mix, Decisions, Approaches, Scope of International Marketing.	
Note :-	7 jan - Sunday	
Week -2 (8-13)	<u>CH-2</u> International Marketing Environment - Concept, characteristics, Components, Micro & Macro Environment, International Economic Environment.	
Note :-	14 jan - Sunday	
Week -3 (15-20)	<u>CH-3</u> Foreign Market Entry Modes - Strategies, Causes, Country Evaluation & Selection - Evaluation Matrix. (Revision / Test)	
Note :-	21 jan - Sunday	
Week -4 (22-27)	<u>CH-4</u> Product Planning for International Markets :- Concept, levels, classification, Product Planning, Product Development, International Product Strategies.	
Note :-	22 jan - Vasant Panchami, 24 jan - Sir Chhotu Ram Jayanti, 26 jan - Republic Day, 28 jan - Sunday	
Week -5 (29-31)	<u>CH-4</u> Elements of Product Planning, Test Marketing, Failure of Product, Responsibilities & Organisation Structure.	
Note :-		
February		
Week -1 (1-3)	<u>CH-5</u> Branding, Packaging and Labelling - Essential Features of Brand, Different Brand Strategies, Importance & Problems. (Assessment Test)	
Note :-	4 Feb - Sunday	
Week -2 (5-10)	<u>CH-5</u> Packaging -> Meaning, Functions, Methods, Packaging Decisions, Labelling Content, Significance, Trademark - Meaning, Benefits. (Assignment -1)	
Note :-	10 Feb - Maharshi Dayanand Saraswati Jayanti, 11 Feb - Sunday	
Week -3 (12-17)	<u>CH-6</u> International Pricing :- concept, Pricing objectives, Factors affecting, Sources of Information, Procedure, Policies, Dumping, Transfer Pricing.	
Note :-	13 Feb - Maha Shivratri, 18 Feb - Sunday	
Week -4 (19-24)	<u>CH-7</u> International Price Quotations and Payment Terms :- Concept, Payment Terms, Factors affecting, Mechanisms of Payment, Bill of Lading.	
Note :-	25 Feb - Sunday	
Week -5 (26-28)	<u>CH-8</u> Promotion of Products Abroad :- Concept, Elements of International Promotion, Trade fairs & Exhibitions, Direct Mail and Sales Literature.	
Note :-		

March

Week -1 (1-3)	<u>Holidays</u>
Note :-	1 March - Guru Ravidas Birthday , 2 March - Holi, 4 March - Sunday
Week -2 (5-10)	<u>CH-9</u> International Advertising - Concept, Approaches, Importance, Factors affecting, International Advertising Campaign - Steps, Involved in International Ad. Campaign (Assignment -2)
Note :-	11 March - Sunday
Week -3 (12-17)	<u>CH-9</u> Advertising Media - Types, Comparative Analysis, Guidelines for self-regulation, Constraints in International Advertising. (Assessment Test)
Note :-	18 March - Sunday
Week -4 (19-24)	<u>CH-10</u> Personal Selling - Concept, Features, Importance, Methods, Difficulties, Types of Salesmen, Qualities of Good Salesman.
Note :-	23 March - Shaheed Diwas of Bhagat Singh, Rajguru & Sukhdev, 25 March - Sunday / Ram Navami
Week -5 (26-31)	<u>CH-10</u> Personal Selling Process, <u>CH-11</u> - International Distribution - Mgt of Distribution channel & logistics - Concept, Importance.
Note :-	29 March - Mahavir Jayanti

April

Week -1 (2-7)	<u>CH-11</u> Components of Physical Distribution, International Logistics Management, Mgt of Distribution channels - Meaning, Functions.
Note :-	1 April - Sunday, 8 March - Sunday
Week -2 (9-14)	<u>CH-11</u> Factors Affecting, Distribution channel Policies, Distribution channel in International Marketing, Distribution Network.
Note :-	14 April - Dr. Ambedkar Jayanti / Vaisakhi, 15 April - Sunday
Week -3 (16-21)	<u>CH-12</u> Selection and Appointment of Foreign Sales Agents - Concept, Need, Factors, Sources, Subject Matter, Motivating Foreign Selling Agents.
Note :-	18 April - Parashurama Jayanti, 22 April - Sunday
Week -4 (23-28)	<u>Revision / Test.</u>
Note :-	29 April - Sunday
Week -5 (30)	
Note :-	

Signature