**Name of Assistant Professor: Jyoti**

**Class and Section:B.com Final……VIth** Semester and Section-A

**Subject: International Marketing**

**Lesson Plan**: 18Weeks (from January 2018 to April 2018)

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| Week 1, **January 1 to January 7**  Chapter :International Marketing –An introduction |
| Assignments |
| Week 1, Day 1, January 1   * Introduction, Meaning Nature of international marketing |
| Week 1, Day 2, January 2   * Challenges , International Marketing mix |
| Week 1, Day 3, January 3   * Major decisions in International Marketing |
| Week 1, Day 4, January 4   * Approaches and scope of International Marketing |
| Week 1, Day 5, January 5 **Holiday** |
| Week 1, Day 6, January 6   * Test of International Marketing – Introduction |
| Week 2, **January 8 to January14**  Chapter : International Marketing Environment |
| Assignments |
| Week 2, Day 1, January 8   * Introduction , Meaning and characteristics of International Marketing Environment |
| Week 2, Day 2, January 9   * Components of international marketing environment |
| Week 2, Day 3, January 10   * Micro and Macro environment |
| Week 2, Day 4, January 11   * International economic environment |
| Week 2, Day 5, January 12   * Need of the study of International Marketing Environment |
| Week 2, Day 6, January 13   * Test of international Marketing Environment |
| Week 3, **January 15 to January 21**  Chapter : Foreign Market Entry Modes |
| Assignments |
| Week 3, Day 1, January 15   * Introduction and Meaning |
| Week 3, Day 2, January 16   * Foreign Market entry strategies |
| Week 3, Day 3, January 17   * Essentials conditions for entry into foreign Markets |
| Week 3, Day 4, January 18   * County evaluation and selection : Introduction and meaning |
| Week 3, Day 5, January 19   * Steps and Parameters used in country evaluation and selection |
| Week 3, Day 6, January 20   * Evaluation Matrix and revision |
| Week 4, **January 22 to January 28**  Chapter : Product planning for international markets: Standardisation , Adaption, and New product development |
| Assignments |
| Week 4, Day 1, January 22 **Holiday** |
| Week 4, Day 2, January 23   * Introduction , Meaning , Classification of product |
| Week 4, Day 3, January 24   * Objectives of product planning and development |
| Week 4, Day 4, January 25   * New product development in international markets |
| Week 4, Day 5, January 26 **Holiday** |
| Week 4, Day 6, January 27   * International product strategies |
| Week 5, **January 29 to February4**  Chapter : Product planning for international markets |
| Assignments |
| Week 5, Day 1, January 29   * Scope of product planning and development |
| Week 5, Day2, January 30   * Failures of product in foreign markets |
| Week 5, Day 3, January 31 **Holiday** |
| Week 5, Day 4, February 1   * Responsibility and organizational structure |
| Week 5, Day 5, February 2   * Revision of product planning for international markets |
| Week 5, Day 6, February 3   * Test of product planning for international markets |
| **Week 6, February 5to February 11**  Chapter : Branding , packaging and Labelling |
| Assignments   * International marketing * Branding, packaging and labelling |
| Week 6, Day 1, February 5   * Introduction , meaning and features of Brand |
| Week 6, Day 2, February 6   * Reasons for branding, different brand strategies |
| Week 6, Day 3, February 7   * Issues in global branding |
| Week 6, Day 4, February 8   * Importance of branding in international marketing |
| Week 6, Day 5, February 9   * Packaging : introduction and meaning |
| Week 6, Day 6, February 10 **Holiday** |
| Week 7, **February 12 to February 18**  Chapter :Branding , packaging and labelling |
| Assignments |
| Week 7, Day 1, February 12   * Functions and packaging considerations in international marketing |
| Week 7, Day 2, February 13 **Holiday** |
| Week 7, Day 3, February 14   * Methods, packaging material used in international marketing |
| Week 7, Day 4, February 15   * Packaging decisions |
| Week 7, Day 5, February 16   * Labelling : subject matter, significance |
| Week 7, Day 6, February 17   * Marking and trade mark |
| Week 8 **February 19 to February25**  Chapter : International pricing |
| Assignments |
| Week 8, Day 1, February 19   * Introduction, meaning , pricing objectives |
| Week 8, Day 2, February 20   * Pricing policies |
| Week 8, Day 3, February 21   * Price competition Vs. Non-price competition |
| Week 8, Day 4, February 22   * Dumping and transfer pricing |
| Week 8, Day 5, February 23   * Revision of international pricing |
| Week 8, Day 6, February 24   * Test of international pricing |
| Week 9, **February26 to March4**  Chapter : International price quotation and payment terms |
| Assignments |
| Week 9, Day 1, February 26   * Introduction and meaning |
| Week 9, Day 2, February 27   * Payment terms in price quotations |
| Week 9, Day 3, February 28 **Holiday** |
| Week 9, Day 4, March 1 **Holiday** |
| Week 9, Day 5, March 2 **Holiday** |
| Week 9, Day 6, March 3 **Holiday** |
| Week 10, **March 5 to March11**  Chapter : International price quotation and payment terms |
| Assignments   * International marketing environment * International pricing |
| Week 10, Day 1, March 5   * Effect of contract conditions on Export pricing quotations |
| Week 10, Day 2, March 6   * Factors affecting export payment terms |
| Week 10, Day 3, March 7   * Methods of payment in international marketing |
| Week 10, Day 4, March 8   * Mechanism of payment in international trade in trade transcations |
| Week 10, Day 5, March 9   * Bill of lading |
| Week 10, Day 6, March 10   * Test of international price quotations and payment terms |
| Week 11, **March 12 to March 18**  Chapter : Promotion of product Abroad |
| Assignments |
| Week 11, Day 1, March 12   * Introduction and meaning |
| Week 11, Day 2, March 13   * Components of international marketing mix |
| Week 11, Day 3, March 14   * Trade fairs and Exhibitions |
| Week 11, Day 4, March 15   * Direct Mail and Sales Literature |
| Week 11, Day 5, March 16   * Revision of Promotion of Product Abroad |
| Week 11, Day 6, March 17   * Test of Promotion of Product Abroad |
| Week 12, **March 19 to March25**  Chapter : International Advertising |
| Assignments |
| Week 12, Day 1, March 19   * Introduction and Meaning |
| Week 12, Day 2, March 20   * Approaches of International Advertising |
| Week 12, Day 3, March 21   * Advantages of international Advertising |
| Week 12, Day 4, March 22   * Factors affecting choice of standardized advertising strategy |
| Week 12, Day 5, March 23   * International advertising Vs. Local Advertising |
| Week 12, Day 6, March 24   * International advertising process |
| Week 13, **March26to April 1**  Chapter : International Advertising |
| Assignments |
| Week 13, Day 1, March 26   * Advertising Media |
| Week 13, Day 2, March 27   * Guidelines for self-regulation of international advertising |
| Week 13, Day 3, March 28   * Challenges in international marketing |
| Week 13, Day 4, March 29 **Holiday** |
| Week 13, Day 5, March 30   * Revision of international advertising |
| Week 13, Day 6, March 31   * Test of international advertising |
| Week 14, **April 2 to April 8**  Chapter : Personal Selling |
| Assignments |
| Week 14, Day 1, April 2   * Introduction and Meaning |
| Week 14, Day 2, April 3   * Features, advantages of personal selling |
| Week 14, Day 3, April 4   * Methods of personal selling in International Marketing |
| Week 14, Day 4, April 5   * Difficulties in personal selling in International Marketing |
| Week 14, Day 5, April 6   * Types of salesmen |
| Week 14, Day 6, April 7   * Qualities of good salesman |
| Week 15, **April 9 to April15**  Chapter : Personal Selling, International Distribution |
| Assignments |
| Week15 , Day 1, April 9   * Selling process in International Marketing |
| Week 15, Day 2, April 10   * Test of personal selling |
| Week 15, Day 3, April 11   * Introduction and Meaning |
| Week 15, Day 4, April 12   * Features and importance of physical distribution |
| Week 15, Day 5, April 13   * Components of physical distribution |
| Week 15, Day 6, April 14 **Holiday** |
| Week 16, **April 16 to April22**  Chapter : International Distribution |
| Assignments |
| Week 16, Day 1, April 16   * Suggestion for improvement in physical distribution in international marketing |
| Week 16, Day 2, April 17   * International logistics management |
| Week 16, Day 3, April 18 **Holiday** |
| Week 16, Day 4, April 19   * Management of distribution channels |
| Week 16, Day 5, April 20   * Distribution channel structure in international marketing |
| Week 16, Day 6, April 21   * Test of International distribution |
| Week17 **April 23 to April29**  Chapter : Selection and appointment of foreign sales agents |
| Assignments |
| Week17 , Day 1, April 23   * Need, factors and advantages of foreign selling agents |
| Week 17, Day 2, April 24   * Subject matter of foreign sales agency contract |
| Week 17, Day 3, April 25   * Specimen of foreign selling agency contract |
| Week 17, Day 4, April 26   * Motivating foreign selling agents |
| Week 17, Day 5, April 27   * Test of selection and appointment of foreign sales agents |
| Week 17, Day 6, April 28   * Revision |
| Week 18 **April 30 to May 6**  Chapter |
| Assignments |
| Week18 , Day 1, April 30 **Holiday** |