

MKTG 3007	INTERNATIONAL MARKETING (BBA-FT)	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Basics Knowledge of International Markets				
Co-requisites	MARKETING				

Course Objectives

1. To develop an understanding of the concept of International Marketing and its significance in automobile industry.
2. To develop analytical & critical understanding and hands on skills for planning, designing and operation of International Marketing in automobile industry.
3. To understanding how organizations can achieve competitive advantage through International Marketing excellence in automobile industry.
4. To enable the students to integrate technological and human issues relating to customers via Social Media Marketing in digital automobile sector.

Course Outcomes

On completion of this course, the students will be able to

CO1: Explain the concept and a clear understanding of the concepts related to International Marketing in automobile industry.

CO2: Students will understand the application of International Marketing in business and will be able to take appropriate decisions for the International Marketing in automobile industry.

CO3: Students will be able to analyze the benefits delivered by International Marketing in automobile industry.

CO4: Demonstrate how International Marketing can integrate technological and human issues related to customers Internationally in automobile industry.

Catalog Description

Marketing products and services around the world, transcending national and political boundaries, is a fascinating phenomenon. The phenomenon, however, is not entirely new. Products have been traded across borders throughout recorded civilization, extending back beyond the Silk Road that once connected East with West from Xian to Rome on land, and the recently excavated sea trade route between the Roman Empire and India that existed 2,000 years ago. This course plans to impart a sound introduction to International Marketing, a comprehensive understanding of the processes involved, strong understanding of International Marketing Management systems, and practical applications of International Marketing concepts in different sectors. Classroom activities involving lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved and absorb & assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, analysis of video cases and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc. As the course is targeted to students of Auto-Marketing, it includes practical examples with strong lineage to Auto-Marketing sector.

Course Content

UNIT 1: INTRODUCTION TO INTERNATIONAL MARKETING	4
Lectures	
Importance of International Marketing, Management Orientation [Ethnocentric, Poly Centric, Regiocentric & Geocentric], Forces for International Integration & market Responsiveness, Internationalization motives, Triggers of export initiations, Internationalization barriers / risks.	
UNIT 2: THE INTERNATIONAL MARKET ENVIRONMENT	6
Lectures	
The International Economic Environment [Stages of Market Development, Stages of Economic Development, Income & Purchase power Parity around the globe, Marketing and economic development, Balance of Payment, International Trade Alliances, WTO V/S GATT, Regional Economic Organizations]. The International Socio-Cultural Environment; Political, Legal & regulatory Environment of International Marketing.	
UNIT 3: GOING INTERNATIONAL	6
Lectures	
The Internationalization Theories [Uppsala, TCA, Network Model]; Development of the Firm's International Competitiveness [Analysis of national competitiveness – Porter Model, Value Chain Analysis, Blue Ocean Strategy & Value Innovation]	
UNIT 4: INTERNATIONAL MARKETING STRATEGY	8
Lectures	
Entry and Expansion Strategy: Marketing and Sourcing [Decision Criteria for International Business, Entry & Expansion Decision Model, Exporting, International Alternatives- Contract Manufacturing, Licensing, Franchising, Joint Ventures/Strategic Alliances, Marketing Strategy Alternatives].	
UNIT 5: CREATING INTERNATIONAL MARKETING PROGRAMS	6
Lectures	
Product & Service Decisions, Pricing Decisions, International Marketing Channels, International Promotions & Advertising Decisions	
UNIT 6: INTERNATIONAL E-MARKETING	6
Lectures	
Types of e-marketing – defining new business model, Exploring Buying Behaviors in e-marketing, Developing dynamic International e-marketing, Legal environment of e-marketing, International Mobile marketing.	

Text Books

1. Onkvisit, S. & Shaw, J. (2008). *International Marketing*, New York: Routledge.
2. Joshi, R.M. (2009). *International Marketing*, Delhi, India: Oxford University Press.
3. Cherunilum, F. (2010). *International Marketing*. Delhi, India: Himalaya Publications.

Reference Books

1. Cateora, P.R., Gilly, M.C. & Graham, J.L. (2017). *International Marketing*. Delhi, India: McGraw-Hill

2. Keegan, W.J. (2017). *International Marketing Management*. Delhi, India: Pearson.
3. Lascu, D.N. (2008). *International Marketing*. US: Atomic Dog Publishing

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Semester Exam	Presentation/Assignment/Project/Class Participation	End Semester Examination
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)


Mapping between COs and Program Outcomes (POs)		
	Course Outcomes (COs)	Program Outcomes (POs)
CO1	Students will demonstrate a clear understanding of the concepts related to International Marketing in automobile industry.	PO: 1, 2, 4, 5, 8, 9, 11, 12.
CO2	Students will understand the application of International Marketing in business and will be able to take appropriate decisions for the International Marketing in automobile industry.	PO: 2, 3, 4, 7, 8, 10, 11
CO3	Students will be able to analyze the benefits delivered by International Marketing in automobile industry.	PO- 3, 4, 6, 8, 9, 12
CO4	Demonstrate how International Marketing can integrate technological and human issues related to customers Internationally in automobile industry.	PO- 3, 4, 5, 6, 7, 8, 9, 10, 11

Course Outcomes	CO 1	CO 2	CO 3	CO 4
PO 1	3	1	1	1
PO 2	3	3	1	1
PO 3	1	3	3	3
PO 4	3	2	2	2
PO 5	2	1	1	3
PO 6	1	1	3	2
PO 7	1	2	1	3
PO 8	3	3	3	3
PSO 9	3	1	3	3
PSO 10	1	2	1	2
PSO 11	3	3	1	3

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO9	PSO10	PSO11	PSO12
MKTG 3007	INTERNATIONAL MARKETING	2	2	3	2	2	2	2	3	3	2	3	2
PSO 12		3			1		3		1				

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: Enrolment No:	
Course: International Marketing Programme: BBA (BBA FT-V) Semester: Even-Jan-June 2018 Time: 03 hrs. Max. Marks: 100	
Instructions: This question paper consists of four sections viz. A, B, C and D respectively. Section A, C & D is compulsory. Attempt any four questions from section B. The intended marks for questions or parts	
Section A (Attempt all questions) (10*2=20)	
1.	<p>1-Kind of joint venture in which company signs agreement with foreign producers to provide services or manufacture goods is classified as</p> <ul style="list-style-type: none"> a) investment ownership b) contract manufacturing c) joint ownership d) management contracting <p>2-International communication and product strategy in which communication and product both are adjusted to fit in foreign market is classified as</p> <ul style="list-style-type: none"> a) product adaptation b) straight product extension c) dual adaptation d) communication adaptation <p>3-Way of entering foreign markets by setting up foreign manufacturing facilities is classified as</p> <ul style="list-style-type: none"> a) direct investment b) indirect investment c) union ownership d) export union <p>4-Group of nations that are gathered to work for common goals in regulation of international level trade is called</p> <ul style="list-style-type: none"> a) socio-economic community b) economic community
	20 Marks
	CO1 CO2

- c) geographical community
- d) geo-political community

5-International marketing strategy according to which company uses separate marketing mix for each international target market is classified as

- a) straight product marketing
- b) product adaptation marketing
- c) standardized International marketing
- d) adapted International marketing

6-International marketing strategy according to which company uses separate marketing mix for each international target market is classified as

- a) straight product marketing
- b) product adaptation marketing
- c) standardized International marketing
- d) adapted International marketing

7-International marketing strategy according to which company uses same marketing mix in all international markets is called

- a) straight product marketing
- b) product adaptation marketing
- c) standardized International marketing
- d) adapted International marketing

8-Permission marketing is an established approach and the concept of opt-in typically involves:

- a) The customer proactively selecting opt-in
- b) The customer agreeing to receive marketing communications
- c) Profiling a customer's interests and value to an organization
- d) All of the above

9-An example of the concept of opt-out is:

- a) A customer choosing an e-mail newsletter
- b) A customer agreeing to receive an e-mail newsletter
- c) A customer unsubscribing to an e-mail newsletter
- d) None of the above

10-Which of the following refers to the propensity of customers to select products online, but buy offline?

- a) Offline purchase, offline informed
- b) Online purchase, offline informed
- c) Online purchase, online informed

	d) All of the above.		
SECTION B (Attempt any Four Questions) (5*4=20)			
1.	By using examples, review the key variables that affect the international marketer's choice of distribution channels in context of automobile sector	5M	CO1
2.	What is the importance of branding in international marketing? Evaluate the advantages and disadvantages of brand strategies in international marketing in context of automobile sector.	5M	CO2
3.	A company decides to enter international markets. It decides to produce a product in a foreign country and market it there. However, the company is not interested in investing in manufacturing facilities in a foreign country. Identify the entry modes suitable for the company in this regard and explain them briefly. Explain in context of automobile sector	5M	CO1
4.	Differentiate between offensive and defensive strategy with a suitable example automobile industry	5M	CO3
5.	Throw some light on various approaches of International marketing with special reference to automobile industry	5M	CO3
SECTION C is Compulsory (10*3=30)			
1.	Sometimes International brands use a local consumer culture positioning approach. Explain the advantages of the above said statement. Explain with the help of a company in two/four wheeler market segment.	10 M	CO2 CO3
2.	What are the factors that international managers should consider in determining the economic and political risks associated with a country?	10 M	CO2 CO3
3.	"In many world market places, a wide variety of media must be used to reach the majority of the market" Explain.	10 M	CO2 CO4
SECTION D is compulsory (10*3=30) <i>Read the case and answer the questions that follow.</i>			
1.	Why do firms such as McDonald's need to have a International marketing strategy even though its national menus are localized?	10 M	CO2 CO3 CO4
2.	What alternative strategy could McDonald's have used to regain its market?	10 M	CO2 CO3 CO4
3.	For the future, how should McDonald's tap into the convergence among International consumers?	10 M	CO2 CO3
KEEPING WITH THE TIMES—MCDONALD'S, I'M LOVIN' IT!			
<p>McDonald's, the world's largest restaurant chain with over 30,000 outlets in more than 115 countries, brings to mind many terms: golden arches, Big Macs, McNuggets, affordable meals, brand value, and American capitalism, to name just a few. How did McDonald's become one of the world's best-known brands? Needless to say, being in the food industry entails different menus for different parts of the world based on varying tastes and preferences. At the time, McDonald's made its foray into foreign markets it was almost impossible to have a mass marketing or International strategy in terms of McDonald's menu items. Therefore, the company adopted a strategy to appeal to those different preferences. According to the company, the secret to its successful brand is a type of multidomestic strategy, which the company used successfully by being able to offer different menus in different countries. Previously, McDonald's even extended this strategy to marketing for its restaurants in foreign markets. Remember the yellow and red-garbed clown that attracted kids to McDonald's? McDonald's had maintained the same image for years and by the start of the twenty-</p>			

first century, it was not working anymore. Additionally, the growing health consciousness among consumers the world over caused the restaurant chain to suffer decreasing profitability. Nevertheless, by 2005, the year that marked its fiftieth anniversary, McDonald's was on its way to regaining its stardom. With time, it is necessary for companies to keep abreast of the changes that are taking place in the environment. Today, many firms are shifting from a multidomestic or multinational strategy to a more International one. It is believed that one reason for this is the growing convergence in consumer behavior, especially for food and apparel. For example, consumers all over the world are moving toward a healthy lifestyle that includes a healthy diet and exercise. For firms, a International strategy allows them to minimize overall costs, and specifically marketing costs, by repeating commercials with few alterations, justifying high advertising expenditure to release a perfect ad. McDonald's is one of several companies that have adopted a International marketing strategy. McDonald's has had to revive its International business over the past five years, one of the ways to do it being to replace its previous shoddy image with a hip new one. In the year 2003, the company launched its first truly International marketing campaign called "I'm lovin' it." The new promotion effort aimed at changing the company's image in markets all over the world sends the same message to its International consumers with small changes for local tastes and preferences. Thus, even though there is still a significant divergence in McDonald's menus, the new International marketing campaign instilled a distinct International brand value in the minds of consumers. McDonald's invested heavily in the campaign, employing celebrities, such as singer Justin Timberlake and popular music group Destiny's Child who draw a International audience, to appear in its advertisements. In addition, McDonald's introduced more healthy foods in its menus such as salads. The "I'm lovin' it" marketing campaign was targeted at consumers in all age groups from kids and young adults to seniors. The conceptualization of the ad was also International. It was the brainchild of a Germany-based firm Heye and Partner; the company settled on this agency after consulting with several marketing agencies in many different countries. The campaign has been one of the most successful of its time. The strategy worked, and in just one year, the company's revenues were up by more than 10 percent. As for the novel marketing drive, the company won Advertising Age magazine's Marketer of the Year Award for 2004. As for its recent comeback, McDonald's is truly lovin' it