

# Government College, Safidon (Jind)-126112

Session: 2022-23 (Even Semester)

Lesson Plan M.Com 4<sup>th</sup> Semester

**Name of the Teacher: Ms. Manita**

**Subject: International marketing**

S.No.	Months	Topic
1	February	nature, importance, and scope of international marketing: International market orientation and involvement: International marketing management process- and overview, international marketing information system, international marketing environment
		international market Segmentation, selection and Positioning: screening and selection of markets: international market entry strategies student presentation, group discussion
	March	International product planning and pricing decisions
		product design, labeling, packing, branding and product support services: product standardization vs. adaptation international trade product life-cycle; New product development. student presentation , group discussion
		Pricing decisions for international markets; Factors affecting international price determination; International pricing process and policies: Class test, problem solving session
	April	International distribution decisions; roles and function; selection and management of overseas agents; inventory management, transportation, warehousing, and insurance. , assignments I , student presentation
		International promotion strategies: Communications complexities and issues; international promotion tools and planning; Advertising, personal selling, publicity, and sales promotion; international public relations developing international promotion captains; Standardization vs. adaptation issue; trade fairs and exhibitions. , Class test, problem solving session , student presentation
	May	Emerging trends in international Marketing: International marketing through the internet; international marketing ethics. student presentation ,Class test, problem solving session. Assignments II, revision.









