

International Marketing Management



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Description

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INTERNATIONAL MARKETING MANAGEMENT

SYLLABUS

UNIT I

International marketing management - National & International marketing - Barriers in International Marketing Management - 5 P's in International Marketing.

UNIT II

Managing Marketing-Defining Customer Value and Satisfaction-Retaining customer value and Satisfaction - Implementing Total quality marketing-Competitive Marketing strategies.

UNIT III

Marketing Mix - Product Mix - Product strategies and product planning-Branding and Packaging Decisions-Pricing strategies-Promotional Strategies. Distribution - Distribution strategies.

UNIT IV

Globalization and Global Competitiveness: Meaning - stages - Foreign market entry strategies - Pros and Cons of Globalization - Social Issues - Indicators of competitiveness - Competitive Advantage of Nations - Technology and Global competitiveness.

UNIT V

Information Technology: New Information Technologies - Business Process Reengineering (BPR) - E-Business; Future of International Business.

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