

Name of Faculty	Mr. Vineet Sachdeva			
Discipline	Management (MBA)			
Semester	Fourth Semester (IV) Sec A & B			
Subject	International Marketing MM-401			
Lesson Plan Duration	15 Weeks ( January 2018 to April 2018)			
Work Load per week	4 Lectures per week			
Week	Theory		Practical	
	Lecture Day	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)
1	1st	Introduction, Definitions, nature of International Marketing	N/A	N/A
	2nd	Scope and benefits of Int'l Marketing		
	3rd	Reasons & motivations underlying Int'l trade & Int'l business		
	4th	Process of International Marketing		
2	5th	Domestic Marketing versus International Marketing	N/A	N/A
	6th	Basic modes for entry; International Marketing Environment		
	7th	Video Class on International Trade	1st	Hall-Fast Industrial Supplies
	8th	Factors influencing International market selection & segmentation	N/A	N/A
3	9th	Factors influencing International market selection & segmentation	N/A	N/A
	10th	Selection strategies		
	11th	International Marketing Planning and Control		
	12th	International Marketing Planning and Control		
4	13th	International Product Mix	N/A	N/A
	14th	International Product Mix		
	15th	Product Life Cycle		
	16th	Product Standardization & Adaptation		
5	17th	Product Standardization & Adaptation	N/A	N/A
	18th	Organization of product warranties & services		
	19th	Branding, labeling, packaging		
	20th	Branding, labeling, packaging		
6	21st	Sessional-I	N/A	N/A
	22nd			
	23rd			
	24th			
7	25th	International Pricing Policies	2nd	Case study of Nike's Global Marketing Strategies
	26th	Video class on Global Marketing Strategies		
	27th	Process of Price setting	N/A	N/A
	28th	Pricing decisions, information for pricing decisions		

8	29th	Case Discussion & Assignment on it	3rd	Case study of 'Internationalizing the Cola Wars' on Coca-cola & Pepsi-Cola- their strategies on entering int'l markets
	30th	Terms of payment in int'l transactions	N/A	N/A
	31st	Dumping, counter trade		
	32nd	Transfer pricing & grey marketing		
33rd	International advertising			
9	34th	International advertising strategy	4th	Gillette Advertising Case Study: Best Tactics to Brand a Product Line
	35th	Elements of advertising strategy		
	36th	Video Class on International Advertising Strategy		
	37th	Media Strategy		
10	38th	International Distribution Management	N/A	N/A
	39th	International Distribution Management		
	40th	International Distribution Channels		
	41st	International Distribution Policy		
11	42nd	Selecting Distribution channels	5th	Case study of Amazon.com on Distribution Channels
	43rd	Selecting Distribution channels		
	44th	Case Discussion & Assignment on it		
	45th	Sessional-II		
46th				
47th				
48th				
12	49th	Emerging Issues in International Marketing	N/A	N/A
	50th	Global e-marketing - The Death of Distance, communications		
	51st	Global e-marketing - The Death of Distance, communications		
	52nd	Targeting the Individual customers		
13	53rd	Relationship Marketing	6th	Google Case Study
	54th	Interactivity		
	55th	The Information & communication technology		
	56th	The Information & communication technology		
14	57th	Class Discussion	N/A	N/A
	58th	Revision		
	59th	Revision		
	60th	Last Year Question Papers Discussion		