

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

Class: B.COM. 3rd.

Semester: EVEN

Session: 2021-2022

Subject: International Marketing

Lecture Number	Topic
1-20	Unit -1
	Nature and Concept; Domestic Vs International Marketing
	Opportunities and Challenges for marketing in International Environment ;
	Foreign market selection and entry modes.
	Test and assignment related to above topics.
21-35	Unit -II
	International product life cycle research and informations; Product designing and packaging;
	Pricing process and methods; International price quotations and payment terms.
	Tests Presentation and Assignment of unit -2
36-50	Unit-III
	Channel structure and selection decisions; Managing channel conflicts;.
	Selection and appointment of foreign sales agents; Basic export procedure and documentation
	Tests presentation and Assignment of unit -3
51-70	UNIT-IV
	Methods of International product Promotion; challenges in International advertising and media strategy;
	Web marketing; Organising trade fairs and exhibitions.
	Tests and Assignment of unit -4