

# Lesson Plan

Session: 2025-26

Name of Assistant Professor : Ravi Kant

Subject: International Marketing

Class: B.com. 6<sup>th</sup> semester

Sr. No.	Week	Dates	Topics to be covered
1	1	1 Jan -3 Jan	International Marketing- An Introduction
2	2	5 Jan - 10 Jan	International marketing environment
3	3	12Jan - 17 Jan	Foreign market selection and Entry modes
4	4	19 Jan – 24 Jan	Product planning for international markets
5	5	26 Jan - 31 Jan	International product life cycle
6	6	2 Feb – 7 Feb	Marketing research and information
7	7	9 Feb- 14 Feb	Branding, Packaging and Labeling
8	8	16 Feb – 21 Feb	International Pricing
9	9	23 Feb - 28 Feb	International price quotations and payment terms
10	10	9 Mar -14 March	International distribution : Management of distribution channels
11	11	16 Mar - 21 March	Channel conflict
12	12	23 Mar- 28 Mar	Selection and appointment of foreign sales agents
13	13	30 Mar-4 Apr	Export procedure and Documentation
14	14	6 Apr- 11 Apr	Methods of international product promotion: Direct mail, Sales literature, Trade fairs and Exhibition
15	15	13 Apr- 18 Apr	International advertising
16	16	20 Apr- 25 Apr	Media Strategy in International Marketing
17	17	27 Apr – 2 May	Web Marketing
18	18	4 May – 9 May	Revision
19	19	11 May -13 May	Revision and Test