**Lesson Plan**

**Session: 2021-22**

**Name of Assistant Professor : Ravi Kant**

**Subject: International Marketing**

**Class:** **B.com. 6th semester**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Week** | **Dates** | **Topics to be covered** |
| 1 | 1 | March 21-26 | International Marketing- An Introduction |
| 2 | 2 | March 28-April 02 | International marketing environment  Test and Presentation |
| 3 | 3 | April 04-09 | Foreign market selection and Entry modes |
| 4 | 4 | April 11-16 | Product planning for international markets  Test And Presentation |
| 5 | 5 | April 18-23 | International product life cycle |
| 6 | 6 | April 25-30 | Marketing research and information  Test and Presentation |
| 7 | 7 | May 02-07 | Branding, Packaging and Labeling |
| 8 | 8 | May 09-14 | International Pricing |
| 9 | 9 | May 16-21 | International price quotations and payment terms  Test and Presentation |
| 10 | 10 | May 23-28 | International distribution : Management of distribution channels |
| 11 | 11 | May 30-June 04 | Channel conflict |
| 12 | 12 | June 06-11 | Selection and appointment of foreign sales agents |
| 13 | 13 | June 13-18 | Export procedure and Documentation |
| 14 | 14 | June 20-25 | Methods of international product promotion: Direct mail, Sales literature, Trade fairs and Exhibition |
| 15 | 15 | June 27-July 02 | International advertising and Media strategy, Web marketing |
| 16 | 16 | July 04-09 | Consideration in developing websites for web marketing  Test and Presentation |
|  |  |  | Examinations |