

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

BS – VIII

Course Title	:	EXPORT MARKETING
Course Number	:	BA (H) – 651
Credit Hours	:	03

COURSE CONTENTS

1. Export Marketing Definition and Strategies

- ✓ Market Definition and Segmentation
- ✓ Market Expansion/selection process, procedure and strategy
- ✓ Foreign Market Portfolio: Techniques and Analysis

2.

Information for International marketing Decisions

- ✓ Sources of Information
- ✓ Assessing Market Potential
- ✓ Export Marketing Research
- ✓ Using the Internet and E-mail for Data Collection

3. Market Entry Strategies

- ✓ Entry as a Channel Decision
- ✓ Entry as a Strategy
- ✓ Factors Influencing Choice of Entry Mode
- ✓ Managing the Channel
- ✓ Selecting the Entry Mode
- ✓ Using Free Areas

4. Export Entry Modes

- ✓ Indirect Export
- ✓ Direct Export
- ✓ The Internet and E-Commerce
- ✓ Gray Market Exporting

5. No export Entry Modes

- ✓ Alternative Modes of Entry
- ✓ Manufacturing Facilities
- ✓ Assembly Operations
- ✓ Strategic Alliances
- ✓ Choosing Between Alternatives

6. Product Decisions

- ✓ Product Policy
- ✓ Product Planning and Development
- ✓ Product Mix Decisions
- ✓ Standardization vs. Adaptation

- ✓ Packing
- ✓ Banding Issues
- 7. Pricing Decisions**
 - ✓ Determinants of an Export Price
 - ✓ Fundamental Export Pricing strategy
 - ✓ Relation of Export to Domestic Price Policies
 - ✓ Currency Issues
 - ✓ The Price Quotation
 - ✓ Transfer Pricing
- 8. Financing and methods of Payment**
 - ✓ Export Financing Methods and Terms of Payment
 - ✓ Payment/Financing Procedures
 - ✓ Export Credit Insurance
 - ✓ Countertrade
- 9. Promotion and Marketing Communication**
 - ✓ Export marketing Promotion and Communication Decision
 - ✓ Alternative Techniques of Promotion
 - ✓ Standardization or Adaptation?
 - ✓ Advertising Transference
 - ✓ Management Issues
- 10. The Export Order and Physical Distribution**
 - ✓ Handling the Export Order
 - ✓ Physical Distribution
 - ✓ Structure of International Physical
 - ✓ A Concluding Comment
- 11. Organization of International marketing Activities**
 - ✓ Main Consideration of Being Organized Internationally
 - ✓ Organizational Structures

RECOMMENDED BOOKS:

1. Gerald Albaum. Edwin Duerr. Jesper Strandkov. "International Marketing and Export Management." Pearson Education. Fifth Edition
2. L.F. Walls. K.B. Dulat. "Exporting: From Start to Finance." McGraw Hill Third Edition
3. S. Paliwoda. T "The Essence of International Marketing." Prentice Hall.