

# KARACHI UNIVERSITY BUSINESS SCHOOL

## UNIVERSITY OF KARACHI

### MBA – IV

<b>Course Title</b>	<b>: International / Global Marketing</b>
<b>Course Number</b>	<b>: BA (M) 642</b>
<b>Credit Hours</b>	<b>: 03</b>

### Course Contents:

#### 1. The Scope and Challenge of International Marketing

- International Marketing – Definition, Task and Concepts
- Self – Reference Criterion
- Developing Global Awareness

#### 2. Cultural Dynamics in Assessing Global Markets

- Culture and its Elements
- Cultural Knowledge, Values and Changes

#### 3. Business Customs in Global Marketing

- Required Adaption
- Methods of Doing Business

#### 4. The Political Environment

- Political Risk in Global Business and Reducing Political Vulnerability

#### 5. The International Legal Requirement

- Bases for Legal Systems and Commercial Law within Countries
- International Dispute Resolution
- Protection of Intellectual Property Rights

#### 6. Developing a Global Vision through Marketing Research

- Scope and Process of International Marketing Research

- Defining the Problem and Establishing Research objectives and Gathering Primary/ Secondary Data.
- Multicultural Research
- Problems in Interpreting Research Information
- Estimating Market Demand

## **7. Global Marketing Management: Planning and Organizing**

- Global Marketing Management
- Planning for Global Marketing
- Alternative Market Entry Strategies
- Organizing for Global Competition

## **8. Creating Products for Consumers in Global Markets**

- Global Markets and Product Development
- Quality Product
- Products, Culture and Adaption
- Product Components
- Green Marketing and Product Development
- Marketing Consumer Service Globally

## **9. International Distribution System**

- Channel of Distribution Structures and Patters
- Selecting, Controlling, Motivating and Terminating Middlemen
- Factors Affecting Choice of Channels

## **10. The Global Advertising and Promotion Effort**

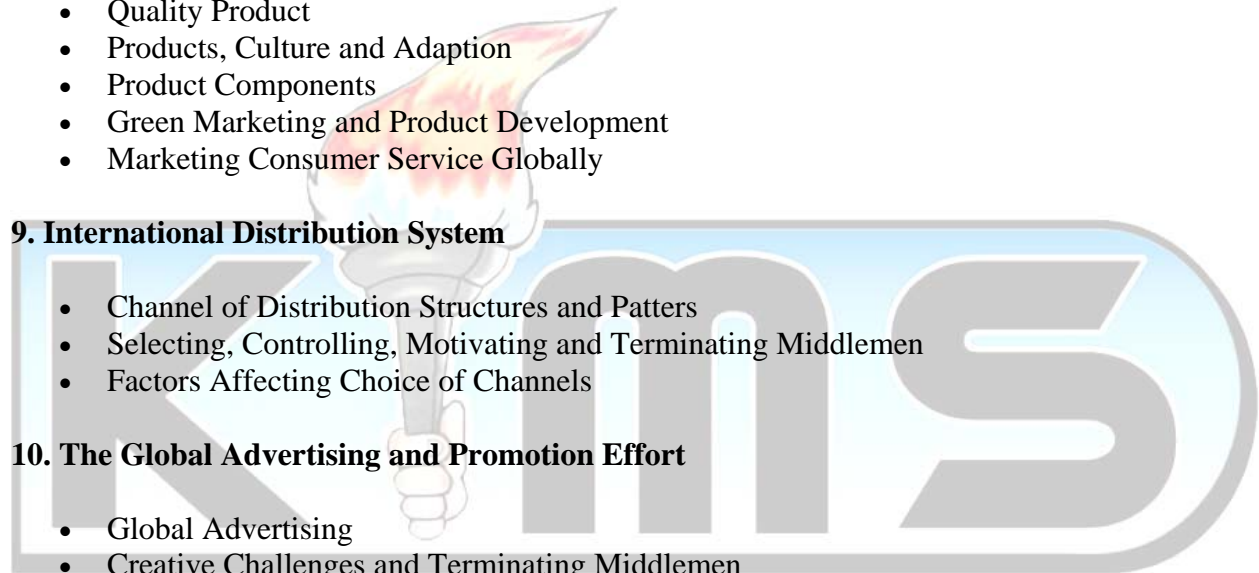
- Global Advertising
- Creative Challenges and Terminating Middlemen
- Factors Affecting Choice of Channels

## **11. Pricing for International Markets**

- Pricing Policy
- Price Escalation
- Counter Trade
- Intra Company Pricing Strategy

## **12. Exporting and Logistics: Special Issues for the Small Business**

- Export and Import Restrictions
- Terms of Sale and Foreign Commercial Payments
- Export Documents



- Custom Privileged Facilities and Logistics

**Recommended Books:**

International Marketing by Philip R. Cateora, John L. Graham

