

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: International Marketing (5087/8527)

Semester: Spring, 2024

Level: MBA

Please read the following instructions for writing your assignments.

(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

ASSIGNMENT No. 1

(Units: 1-5)

Total Marks: 100

Pass Marks: 50

1. Explore the impact and importance of international marketing in driving the expansion of an organization's products and services, taking into account the diverse set of challenges it introduces. **(20)**
2. Outline the key categories of risks linked to international marketing and delve into strategies for alleviating these risks. Offer a thorough analysis. **(20)**
3. Assess the viability of standardizing advertising across diverse countries, spotlighting the pros and cons, and substantiate your discussion with specific instances. **(20)**
4. Examine a recent merger or acquisition in sectors such as banking, pharmaceuticals, or media, elucidating the underlying reasoning. Discuss its potential impact on global competitive advantage and the challenges it might pose. **(20)**
5. Clarify the importance of pricing strategies in the domain of international marketing, outlining different types with pertinent examples. **(20)**

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research activity. You are required to visit any business/commercial organization and study their marketing system as a whole of marketing of product and prepare a research report of about 15 to 20 pages on one of the topics given below. To avoid duplication, you are required to select the topic according to the last digit of your roll number. For example, if your roll number is I-342718 then you will select topic # 8 from the list given below (last digit).

Topics

1. Worldwide Trade Environment
2. Identifying and Evaluating Global Marketing Opportunities
3. Functions of Trade Commissioners, Delegations, and Pakistan's Trade Development Authority
4. Approaches to Penetrating Global Markets
5. Product Management and Development in the International Arena
6. Strategies for Global Pricing
7. Promoting Products in the International Arena
8. Global Distribution Channels
9. Organizational Framework for International Marketing Endeavors
10. Current Issues in Pakistan's Export Challenges

The assignment should be developed in the following format:

- Introduction
- Review of literature
- The data collection
- Data analysis
- Conclusion and recommendations
- References
- Annexes

Guidelines for submission of assignments

You are required to prepare two copies of 2nd assignment. Submit one copy to your tutor/teacher for evaluation and the second copy for presentations in the workshop in the presence of the resource persons and classmates, which will be held at the end of the semester before the final examination.

INTERNATIONAL MARKETING (5087/8527)

Course Introduction:

For organizations to grow in the global markets, or even just to survive in domestic markets which are increasingly attacked by international players, their managers must understand the complexity of international marketing and develop the skills, attitudes and knowledge necessary to compete effectively in the market. Therefore, students who plan to enter the marketing profession will need to understand and apply the principles of international marketing.

This course is designed to introduce you to advanced marketing concepts and practices from a global business perspective. A comprehensive overview of the dynamics and trends in international marketing includes market analysis, strategic planning, product development, product positioning, distribution and pricing. Special emphasis is placed on the development and delivery of global launches and campaigns. The course addresses the skills necessary for evaluating, developing and delivering marketing programs for a global and multicultural audience. Tutorials, class discussions, assignments, workshops and presentations will help develop strong analytical, creative, teamwork and communication skills in the participants along with the key tools and techniques of the discipline.

Course Objectives:

On completion of the course, participants will be able to:

1. Recognize the nature of international marketing and understand the challenges of conducting business in foreign markets;
2. Identify and analyze the foreign market opportunities;
3. Evaluate the alternative foreign market entry modes available to organizations;
4. Demonstrate a sound understanding of how to manage the firm's marketing mix and activities in international markets;
5. Apply analytical skills in reading case studies, scenarios and international business press.

Brief Course Outline:

- Unit-1: Introduction to International Marketing
- Unit-2: International Trading Environment
- Unit-3: Identifying and Analyzing International Marketing Opportunities
- Unit-4: International Market Entry Strategies
- Unit-5: International Product Development and Management
- Unit-6: International Pricing
- Unit-7: Promoting Products in Foreign Market
- Unit-8: International Channels of Distribution
- Unit-9: Organizing for International Marketing Efforts

DETAILED COURSE OUTLINE (8527)

UNIT-1: INTRODUCTION TO INTERNATIONAL MARKETING

- Developments in the international market
- Nature of international marketing
- Strategic importance of international marketing
- International marketing planning
- International marketing vs domestic marketing
- Methods of entering foreign markets
- Factors to be considered before entering the export field
- Determinants of international marketing policies
- Stages of international marketing
- Opportunities and challenges in international marketing

UNIT-2: INTERNATIONAL TRADING ENVIRONMENT

- Introduction to basic theories of world trade
- Institutions affecting world trade
- Cultural environment
- Sources of cultural knowledge
- Economic environment
- Economic alliances and their impact on international trade
- International political and legal environment
- International trade barriers
- Motivations to internationalization
- Internationalization process
- Change agents
- Trends in exporting, licensing and franchising
- Developments in enabling technology

UNIT-3: IDENTIFYING AND ANALYZING INTERNATIONAL MARKETING OPPORTUNITIES

- **Management information system**
- Classification of world markets
- Understanding global buyers' behaviour
- Market entry conditions
- Investigation of market potential
- Identifying and measuring potential market information
- Role and organization of international marketing research
- Role of Trade Commissioners, Delegation, and Trade Development Authority of Pakistan
- Planning a market survey
- Methods and techniques of Market Research
- How to analyse the competition

UNIT-4: INTERNATIONAL MARKET ENTRY STRATEGIES

- Internationalizing marketing operations
- Geographic market choices and their evaluation
- Country selection decision
- Selecting a marketing strategy
- Understanding market entry strategies
 - Indirect and direct exporting
 - Licensing
 - Franchising
 - Local manufacturing
- Ownership strategies
 - Wholly owned subsidiaries
 - Joint ventures
 - Strategies alliances
- Entering markets through mergers and acquisitions
- Exit strategies

UNIT-5: INTERNATIONAL PRODUCT DEVELOPMENT AND MANAGEMENT

- International market segmentation
- Standardization vs adaptation
- Factors affecting adaptation
- Test marketing
- Assessing the market environment related to the product
 - Government regulations
 - Non-tariff barriers
 - Customer expectations
 - Economic conditions
 - Competitive offerings
 - Climate and geography
- Building product characteristics
 - Product constituents
 - Branding
 - Labeling and packaging
- Product life cycle in international marketing
- Branding decisions

UNIT-6: INTERNATIONAL PRICING

- Nature of international pricing
- Factors affecting international pricing
- International pricing strategies
- Understanding terms of sale
- Deciding terms of payment
- Dealing with export transportation
- Managing foreign exchange risk
- Assessing sources of export financing of pricing
- International price negotiation skills
- International price quotations
- Leasing
- Dumping

UNIT-7: PROMOTING PRODUCTS IN FOREIGN MARKETS

- Nature of international promotion
- Sales promotion in international markets
- Personal selling
- International public relations
- International advertising strategy
- Role of advertising agency
- Factors affecting the selection of an advertising agency
- Managing advertising campaign
- Trade fairs and exhibitions
- International branding

UNIT-8: INTERNATIONAL CHANNELS OF DISTRIBUTION

- Nature of international channels
- Structure of the international distribution system
- Analyzing national channels
- International channel alternatives
- Factors affecting the selection of channel members
- Managing international distribution
- Approaches to channel strategy
- Trends in global distribution

UNIT-9: ORGANIZING FOR INTERNATIONAL MARKETING EFFORTS

- Determinants of international marketing organization
- Alternative organization structures
- Phases in the development cycle of the international marketing organization
- Assessing the suitability of the organization structure
- Trends in global organization structures
- Control in the international organization
- Conflicts between headquarters and subsidiaries

RECOMMENDED BOOKS:

- 1) Terpstra, V. and Sarathy, R. (2000) *International Marketing*, 8th ed., London; Fort Worth, Tex: Dryden Press.
- 2) Rugman, A. M., Collinson, S. and Hodgetts, R. M. (2006) *International Business*, Harlow: Financial Times Prentice Hall.
- 3) Cateora, P. R. and Graham, J. L. (2005) *International Marketing*, 12th ed. Boston: McGraw-Hill/Irwin series in marketing.
- 4) Gillespie, K., Jeannet, J.P. and Hennessy, H. D. (2004) *Global Marketing: An Interactive Approach*, Boston, MA: Houghton Mifflin.

