**DPG DEGREE COLLEGE GURGAON**

**LESSON PLANNER FOR THE SEMESTER II/IV/VI (A.Y. -2017-18)**

**NAME OF THE TEACHER: *Ms. Diksha (Assistant Professor)***

|  |  |  |
| --- | --- | --- |
|  | **CLASS** | **B.Com- 3rd Year Semester- VI (Section A & B)** |
|  | **SUBJECT** | **INTERNATIONAL MARKETING** |
|  |  | **TOPICS COVERED** |
| **CHAPTER 1**  **WEEK 1**  **1/1/18** | **WEEK 1 Day 1**  **1.1.1**  **1.2.1**  **1.3.1** | **International marketing: an introduction**  Introduction and meaning,  nature  benefits of International Marketing |
| **2/1/18** | **WEEK 1 Day 2**  **1.4.1**  **1.5.1** | Difficulties in International Marketing ,  International Marketing Mix |
| **3/1/18** | **WEEK 1 Day3**  **1.6.1** | Difference between Domestic Marketing and International Marketing |
| **4/1/18** | **WEEK 1 Day 4**  **1.7.1**  **1.8.1** | Major decisions  Approaches in International Marketing |
| **5/1/18** | **WEEK 1 Day 5**  **1.9.1** | Scope of International Marketing |
| **6/1/18** | **WEEK 1 Day 6** | Revision |
| **Chapter 2**  **WEEK 2**  **8/1/18** | **WEEK 2 Day 1**  **2.1.1**  **2.2.1** | **International marketing environment**  Meaning  Features ofInternational Marketing Environment |
| **9/1/18** | **WEEK 2 Day 2**  **2.3.1** | Components ofInternational Marketing Environment |
| **10/1/18** | **WEEK 2 Day 3**  **2.4.1** | International Economic Environment |
| **11/1/18** | **WEEK 2 Day 4**  **2.5.1** | Need of the study of International Marketing Environment |
| **12/1/18** | **WEEK 2 Day 5** | Revision |
| **Chapter 3**  **13/1/18** | **WEEK 2 Day 6**  **3.1.1**  **3.2.1** | **Foreign market selection and entry modes**  Meaning  Foreign Market Entry Strategies |
| **WEEK 3**  **15/1/18** | **WEEK 3 Day 5**  **3.3.1** | Country Evaluation and Selection – Meaning , steps |
| **16/1/18** | **WEEK 3 Day 2**  **3.4.1**  **3.5.1** | factors used in Country Evaluation and Selection  Evaluation Mix |
| **17/1/18** | **WEEK 3 Day 3** | Revision |
| **Chapter 4**  **18/1/18** | **WEEK 3 Day 4**  **4.1.1**  **4.1.2**  **4.2.1** | **Product planning for international marketing**    Meaning of Product  Level of Product  Classification of New Product |
| **19/1/18** | **WEEK 3 Day 5**  **4.3.1**  **4.4.1** | Product Planning,  Product Development |
| **20/1/18** | **WEEK 3 Day 6**  **4.5.1** | Objectives of Product Planning and Development ,  New Product Development in International Markets |
| **22/1/18** | **WEEK 4 Day 1**  **4.6.1** | International Product Strategies |
| **23/1/18** | **WEEK 4 Day 2**  **4.7.1** | Scope of Product Planning and Development |
| **24/1/18** | **WEEK 4 Day 3**  **4.8.1** | Test Marketing |
| **25/1/18** | **WEEK 4 Day 4**  **4.9.1**  **4.10.1** | Failure of product in Foreign Markets,  Responsibility of Product Planning and Development |
| **Chapter 5**  **27/1/18** | **WEEK 4 Day 6**  **5.1.1**  **5.2.1** | **International product cycle**  Meaning  stages of Product Life Cycle |
| **WEEK 5**  **29/1/18** | **WEEK 5 Day 1**  **5.3.1**  **5.4.1** | Product Life Cycle Theory ,  Factors Affecting Product Life Cycle |
| **30/1/18** | **WEEK 5 Day 2**  **5.5.1** | Utility of study of Product Life Cycle |
| **31/2/18** | **WEEK 5 Day 3** | Revision |
| **Chapter 6**  **1/2/18** | **WEEK 5 Day 4**  **6.1.1**  **6.2.1** | **Marketing reasecrh and information**  Marketing Research – Meaning,  Scope |
| **2/2/18** | **WEEK 5 Day 5**  **6.3.1**  **6.4.1** | Meaning of Information ,  Areas of Information in International Marketing |
| **3/2/18** | **WEEK 5 Day 6**  **6.5.1** | Utility of Marketing Research , Sources of Information |
| **WEEK 6**  **5/2/18** | **WEEK 6 Day 1** | Revision |
| **Chapter 7**  **6/2/18** | **WEEK 6 Day 2**  **7.1.1**  **7.2.1**  **7.3.1**  **7.4.1** | **Branding, packaging and labelling**  Branding – Meaning ,  Features,  Reasons,  Strategies |
| **7/2/18** | **WEEK 6 Day 3**  **7.5.1**  **7.6.1**  **7.7.1** | Issues  Importance ,  Problems of Branding |
| **8/2/18** | **WEEK 6 Day 4**  **7.8.1**  **7.9.1** | Packaging – Meaning,  Functions |
| **9/2/18** | **WEEK 6 Day 5**  **7.10.1**  **7.11.1**  **7.12.1** | Packaging Considerations in International Marketing,  Method of Packaging,  Material used in International Marketing |
| **10/2/18** | **WEEK 6 Day 6**  **7.13.1**  **7.14.1** | Packaging Decisions  ,Advantages of Packaging |
| **WEEK 7**  **12/2/18** | **WEEK 7 Day 1**  **7.15.1**  **7.16.1**  **7.17.1** | Labelling – Meaning ,  contents ,  significance |
| **13/2/18** | **WEEK 7 Day 2**  **7.18.1**  **7.19.1** | Marking ,  Trademark |
| **Chapter 8**  **14/2/18** | **WEEK 7 Day 3**  **8.1.1**  **8.2.1**  **8.3.1** | **International marketing**  Meaning of International Pricing  Pricing Objectives ,  Factors Influencing Price Determination |
| **15/2/18** | **WEEK 7 Day 4**  **8.4.1**  **8.5.1** | Difference between Domestic Pricing and International Pricing ,  Sources of Information in Price Determination |
| **16/2/18** | **WEEK 7 Day 5**  **8.6.1**  **8.7.1** | Procedure for Price Determination,  Pricing method |
| **17/2/18** | **WEEK 7 Day 6**  **8.8.1**  **8.9.1**  **8.10.1** | Price competition Vs Non Price Competition ,  Dumping ,  Transfer Pricing |
| **Chapter 9**  **WEEK 8**  **19/2/18** | **WEEK 8 Day 1**  **9.1.1**  **9.2.1** | **International price quotation and payment terms**  Meaning  Payment Terms in Price Quatations |
| **20/2/18** | **WEEK 8 Day 2**  **9.3.1** | Factors in Export Pricing Quatations |
| **21/2/18** | **WEEK 8 Day 3**  **9.4.1** | Factors Affecting Export Payment Terms,  Instrument in International Marketing |
| **22/2/18** | **WEEK 8 Day 4**  **9.5.1**  **9.6.1** | Mechanism of Payment in International Trade Transactions,  Bill of Lading |
| **23/2/18** | **WEEK 8 Day 5** | Revision |
| **Chapter 10**  **24/2/18** | **WEEK 8 Day 6**  **10.1.1**  **10.2.1**  **10.3.1** | **International distribution: management of distribution channel**    Meaning ,  Features ,  Importance of Physical Distribution |
| **WEEK 9**  **26/2/18** | **WEEK 9 Day 1**  **10.4.1** | Components of Physical Distribution |
| **27/2/18** | **WEEK 9 Day 2**  **10.5.1**  **10.6.1** | Suggestions for Improvement in Physical Distribution ,  International Logistics Management |
| **28/2/18** | **WEEK 9 Day 3**  **10.7.1**  **10.8.1**  **10.9.1** | Meaning of Distribution Channel  Features of Distribution Channel  Functions of Distribution Channel |
| **1/3/18** | **WEEK 9 Day 4**  **10.10.1** | Factors Affecting Channel Structure Decisions |
| **3/3/18** | **WEEK 9 Day 5**  **10.11.1**  **10.12.1** | Distribution Channel Policies,  Distribution Channel in International Marketing |
| **WEEK 10**  **5/3/18** | **WEEK 10 Day 1**  **10.13.1** | Distribution Channel Structure in International Marketing |
| **Chapter 11**  **6/3/18** | **WEEK 10 Day 2**  **11.1.1**  **11.2.1**  **11.3.1** | **Channel conflict**  Meaning ,  Types ,  Reasons of Channel Conflicts |
| **7/3/18** | **WEEK 10 Day 3**  **11.4.1**  **11.5.1** | Consequences of Channel Conflicts ,  Suggestions of Channel Conflicts |
| **8/3/18** | **WEEK 10 Day 4** | Revision |
| **Chapter 12**  **9/3/18** | **WEEK 10 Day 5**  **12.1.1**  **12.2.1** | **Selection and appointment of foreign sales agents**  Meaning ,  need for appointing Foreign Selling Agents |
| **10/3/18** | **WEEK 10 Day 6**  **12.3.1**  **12.4.1**  **12.5.1** | Factors Affecting of Foreign Selling Agents ,  Advantages of Foreign Selling Agents  disadvantages of Foreign Selling Agents |
| **WEEK 11**  **12/3/18** | **WEEK 11 Day 1**  **12.6.1**  **12.7.1** | Difference between Foreign Selling Agent and Foreign Distributor ,  Sources of Foreign Selling Agents |
| **13/3/18** | **WEEK 11 Day 2**  **12.8.1**  **12.9.1** | Appointment of Foreign Selling Agents,  Contents of Foreign Sales Agency Contract |
| **14/3/18** | **WEEK 11 Day 3**  **12.10.1**  **12.11.1** | Specimen of Foreign Selling Agency Contract ,  Motivating Foreign Selling Agents |
| **Chapter 13**  **15/3/18** | **WEEK 11 Day 4**  **13.1.1**  **13.2.1** | **Export procedure and documentation**  Procedure of Export Trade,  Important Documents Used in Export Trade |
| **16/3/18** | **WEEK 11 Day 5** | Revision |
| **Chapter 14**  **17/3/18** | **WEEK 11 Day 6**  **14.1.1**  **14.2.1** | **Method of international product promotion**  Meaning  Components of International Promotion Mix |
| **WEEK 12**  **19/3/18** | **WEEK 12 Day 1**  **14.3.1** | Trade Fairs and Exhibitions – meaning ,objectives |
| **20/3/18** | **WEEK 12 Day 2**  **14.3.2** | Trade Fairs and Exhibitions – types, considerations |
| **21/3/18** | **WEEK 12 Day 3**  **14.3.3**  **14.3.4** | Preparation for Participation in Trade Fairs and Exhibitions ,  Advantages and Disadvantages of Trade Fairs and Exhibitions |
| **22/3/18** | **WEEK 12 Day 4**  **14.4.1** | Direct Mail and Sales Literature – various modes |
| **23/3/18** | **WEEK 12 Day 5**  **14.4.2**  **14.4.3** | Advantages ,disadantages ,  consideration for preparing Direct Mail and Sales Literature |
| **24/3/18** | **WEEK 12 Day 6** | Revision |
| **Chapter 15**  **WEEK 13**  **26/3/18** | **WEEK 13 Day 1**  **15.1.1**  **15.2.1** | **International advertising and media strategy**  International Advertising – Meaning ,  Approaches |
| **27/3/18** | **WEEK 13 Day 2**  **15.3.1** | Importance of International Advertising |
| **28/3/18** | **WEEK 13 Day 3**  **15.4.1** | Factors Affecting Choice of Standardised Advertising Strategy |
| **29/3/18** | **WEEK 13 Day 4**  **15.5.1** | International Advertising Vs Local Advertising |
| **30/3/18** | **WEEK 13 Day 5**  **15.6.1** | International Advertising Process |
| **31/3/18** | **WEEK 13 Day 6**  **15.7.1** | Advertising Media |
| **WEEK 14**  **2/4/18** | **WEEK 14 Day 1**  **15.8.1** | Guidelines , Difficulties for Self-Regulation of International Advertising |
| **3/4/18** | **WEEK 14 Day 2** | Revision |
| **Chapter 16**  **4/4/18** | **WEEK 14 Day 3**  **16.1.1**  **16.2.1** | **Web marketing**  Meaning  Benefits of Web -Marketing |
| **5/4/18** | **WEEK 14 Day 4**  **16.3.1** | Limitation of Web –Marketing |
| **6/4/18** | **WEEK 14 Day 5**  **16.4.1** | Considerations in Developing Websites for Web -Marketing |
| **7/4/18** | **WEEK 14 Day 6** | Revision |
| **WEEK 15**  **9/4/18** | **WEEK 15 Day 1** | Assignment on units |
| **10/4/18** | **WEEK 15 Day 2** | Assignment checking |
| **11/4/18** | **WEEK 15 Day 3** | Examination guidance lecture cont. |
| **12/4/18** | **WEEK 15 Day 4** | Examination guidance lecture cont. |
| **13/4/18** | **WEEK 15 Day 5** | Assignment on units |
| **14/4/18** | **WEEK 15 Day 6** | Assignment checking |
| **WEEK 16**  **16/4/18** | **WEEK 16 Day 1** | Examination guidance lecture cont. |
| **17/4/18** | **WEEK 16 Day 2** | Examination guidance lecture cont. |
| **18/4/18** | **WEEK 16 Day 3** | Examination guidance lecture cont. |

**REMARKS:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SIGN OF TEACHER:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . SIGN OF THE PRINCIPAL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .**