**DPG DEGREE COLLEGE GURGAON**

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

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

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|  | **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 Agentsdisadvantages 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .**