

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Commonwealth MBA/MPA Programme)**

INTERNATIONAL MARKETING (5588)

CHECK LIST

SEMESTER: AUTUMN, 2012

This packet comprises the following material:-

1. Text Books
2. Assignment No. 1, 2
3. Assignment Forms (two sets)
4. Course outlines

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

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ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Commonwealth of Learning Executive MBA/MPA Programme)

WARNING

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

Course: International Marketing (5588)
Level Executive MBA/MPA

Semester: Autumn, 2012
Total Marks: 100

Instructions:

- (a) All written assignment must be well organized, presented in an easy-to-read format, and neat. If your handwriting is not legible, type or compose the written assignment. Moreover, pay particularly close attention to grammar, spelling punctuation and understandability. Communication is extremely important in this course.
 - (b) Documentation is likewise very important. Un-supported statements or opinions are worth less to the reader who desires to verify your finding. Complete and specific documentation is mandatory. Also, your references should be to primary sources, except in rare unusual situation.
 - (c) Quoting should be kept to an absolute minimum.
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ASSIGNMENT No. 1

- Q. 1 What are the factors involved in planning for global marketing? Outline and describe the characteristics of various stages in the process of evolving from domestic to global enterprises. **(20)**
- Q. 2 What is the significance of "economic" factor in global marketing? Also elucidate the composition and nature of main world regional economic blocs with special reference to developing countries? **(20)**
- Q. 3 Generally, culture refers to the customary beliefs, social forms, and material traits of a racial, religious, or social group. It is the set of shared attitudes, values, goals, and practices that characterizes an institution or organization. In your opinion, how culture of a society affects global marketing planning and why it is important for a marketing manager to understand the culture of a country or nation before going global. **(20)**
- Q. 4 Discuss the importance and implication of global information system. How it can help in different phases of global marketing and how it can reduce uncertainty in decision making? **(20)**

- Q. 5 Explain the followings in detail.
- (a) Competitive advantage (07)
 - (b) Export processing zones (06)
 - (c) Standardization (07)

ASSIGNMENT No. 2

Total Marks: 100

Instructions:

1. This assignment is a research-oriented activity. You are required to develop a term paper and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by our directorate of regional services and the same will be communicated to you directly as well as through approved study centers assigned to you.
2. You will have to participate in the activity fully, actively and practically to be eligible to sit in the final examination of the course.
3. For the preparation of this assignment, you should first thoroughly review the conceptual framework of the topic and develop a scholarly material of the same giving references, quotations, and extracts of various scholars and experts. Then visit any business/commercial organization and study the relevant practical aspects there. Combining the theoretical and practical aspects, develop a comprehensive paper consisting of at least 20 to 25 typed pages to be submitted to your tutor.
 - (a) Introduction of the topic
 - (b) Important sub-topics
 - (c) Practical study of the organization with respect to the topic
 - (d) Review of theoretical and practical situations merits, de-merits deficiencies or strengths of the organization with respect to the topic under study.
 - (e) Conclusions and recommendations
 - (f) Annex, if any
4. Prepare a copy of this assignment and submit to your tutor for your evaluation.
5. You should prepare the transparencies, charts, or any other illustrative material for effective presentation.
6. If you fail to present this assignment in the class, then you will not be able to sit in the final examination conducted by AIOU.
7. A number of topics given below are the general aspects of the course and you are required to select one of the topics according to the last digit of your roll number. For example, if the roll number is N-9337241, you will select topic number 1, and if the roll number is O-3427185 then you will select topic number 5 (the last digit).
 0. Global Marketing Strategies and planning
 1. Pricing issues in International Marketing
 2. Cultural Environment of Global Market
 3. Researching Scope of Global Market
 4. The scope and challenges of International Marketing
 5. Regulations and Restrictions of Exporting/Importing

6. Global Advertising and Promotion Efforts
 7. Multinationals Market Regions and Product Development
 8. Consumer Products and China
 9. Marketing Economic Development in industrialized countries
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INTERNATIONAL MARKETING COURSE OUTLINE (5588)

- 1. Introduction to Global Marketing**
 - Overview of Basic Marketing
 - Introduction to Global Marketing
 - The importance of Global Marketing
 - Management Orientations
 - Forces Affecting global Integration and Global Marketing

- 2. The Global economic Environment**
 - An Overview of the World Economy
 - Economic Systems
 - Stages of Marketing Development
 - Balance of Payments
 - Trade Patterns

- 3. The Global Trade Environment: regional Market Characteristics and Preferential Trade Agreements**
 - The World Trade Organization and GATT
 - Preferential Trade Agreements
 - North America, Latin America: SICA, Andean Community, Mercosur, Asia-Pacific, Western, Central, and Eastern Europe, The Middle East

- 4. Social and Cultural Environment**
 - Basic Aspects of Society and Culture
 - High- and Low- Context Cultures
 - Hofstede's Cultural Typology
 - The Self-Reference Criterion and perception
 - Diffusion Theory
 - Marketing Implications of Social and Cultural Environment
 - Training in Cross Cultural Competency

- 5. The Political, Legal, and Regulatory Environments of Global Marketing**
 - The Political Environment
 - International Law
 - Sidestepping Legal Problems: Important Business Issues
 - Conflict Resolution, Dispute Settlement, and Litigation
 - The Regulatory Environment

6. **Global Information Systems and Marketing Research**
 - Information Technology for Global Marketing
 - Information Subject Agenda
 - Formal Market Research
 - Current Issues in Global Marketing Research
 - The Marketing Information System as a Strategic Asset
 - An Integral Approach to Information Collection

7. **Going Global: Segmentation, Targeting, and Positioning**
 - Global Marketing Segmentation
 - Global Targeting
 - Selecting a Target Market Strategy
 - Product Positioning

8. **Sourcing Strategies: Exporting and Importing**
 - Organizational Export Activities
 - National Policies Governing Exports and Imports
 - Tariff Systems
 - Key Export Participants
 - Organizing for Exporting in the Manufacturer's Country
 - Organizing for Exporting in the Market Country
 - Export Financing and Methods of Payment and Sourcing

9. **Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances**
 - Licensing
 - Global Strategic Partnerships
 - International Partnerships in Developing Countries
 - Cooperative Strategies in Japan
 - Cooperative Strategies in South Korea
 - Cooperative Strategies in United States: Targeting the Digital Future
 - Market Expansion Strategies

10. **Strategic Elements of Competitive Advantage**
 - Industry Analysis: Forces Influencing Competition
 - Competitive Advantage
 - Global Competition and National Competitive Advantage
 - Current Issues in Competitive Advantage

11. **Product and Brand Decisions**
 - Basic Product Concepts
 - Global Brand Development
 - Product Saturation Levels in Global Markets
 - Attitudes toward Foreign Products

Extend, Adapt, Create: Strategic Alternatives in Global Marketing
New Products in Global Marketing
The International Product Trade Cycle Model

12. Pricing Decisions

An overview of pricing concept
Global Pricing Objectives and Strategies
Environmental Influences on Pricing Decisions
Global Pricing: Three Policy Alternatives
Gray Market Goods
Dumping, Transfer Pricing and Countertrade

13. Global Marketing Channels and Physical Distribution

Channel Objectives and Constraints
Selection and Care of Distributors and Agents
Distribution Channels: Terminology and Structure
Global Retailing
Innovation in International Retailing
Channel Strategy for New Market Entry
Physical Distribution and Logistics Management

14. Global Marketing Communications Decisions : (Advertising and Public Relations)

Global Advertising
Advertising Agencies: Organizations and Brands
Creating Global Advertising
Global Media Decisions
Public Relations and Publicity

15. Global Marketing Communications Decisions : (Sales Promotion, Personal Selling)

Special Forms of Marketing Communication, New Media
Sales Promotion
Personal Selling
Special Forms of Marketing Communication: Direct Marketing, Event Sponsorship, and Product Placement
New Media

16. Leading, Organizing and Controlling the Global Marketing Effort

Introduction to leading and organizing in the global environment
Global Marketing Management Control
The Global Marketing Control
The Global Marketing Audit

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