



INTERNATIONAL MARKETING

PROF.DR BISWARUP GHOSH

Department of VGSoM

IIT Kharagpur

PRE-REQUISITES : BA/B Com/BSc /B Tech

INTENDED AUDIENCE : MBA Students/ Practicing Managers International Marketing

INDUSTRIES APPLICABLE TO : Companies having International Business network –Capital Goods/ Services

COURSE OUTLINE :

International Marketing course for practicing Managers working in International Markets, MBA Students. This course will provide basic theories of Internal Business, various types of entry strategies to International Market, understanding risk associated with expansion & risk mitigation plans, understanding cultural differences while strategizing International expansion , import export procedures, various modes of payment mechanisms.

ABOUT INSTRUCTOR :

Prof. Biswarup Ghosh teaches Marketing Management, International Marketing & Strategic Marketing courses at VGSoM, IIT Kharagpur. He has more than 30+ years Healthcare Industry experience & worked as Head of Healthcare at Linde India Ltd (Part of Linde Group, Germany), Director South East Asia at STERIS India Ltd (a wholly owned subsidiary of STERIS Corporation USA) , General Manager - Marketing at Datex-Ohmeda (Part of GE Healthcare USA), Zonal Business Head at BOC India Ltd (Part of BOC Plc. UK). He has 10+ years of experience in managing large international business of marketing of capital equipment's at large geographies like APAC countries, Japan, Sri Lanka, Bangladesh.

COURSE PLAN :

Week 1: Introduction to International Business, EPRG Framework, Driving forces of International Marketing, Restraining forces of International Marketing, Challenges, Factors encouraging standardization, Adaption, Relevant macroeconomic terms (GDP, GNP, BoP, BoT, etc.), Foreign exchange rates, exchange rate determination, and exchange rate regimes.

Week 2: Export Marketing (Indirect & Direct Exports), Theories of International Trade, Internationalization Theories for Entry Modes.

Week 3: Cultural Dimensions -Tools & Techniques, Cross-cultural sales negotiations, Implications of Hofstede's Work.

Week 4: Concepts of Import & Export Processes, Methods of payments Bill of Exchange, Letter of Credits, INCO Terms, Trade Barriers, Customs House agents, Bill of Entry.

Week 5: Designing a global marketing programme - Concept of Marketing Mix , Product Mix, Standardization & Adaption of the International Marketing Mix, Product Classifications, Customer Value Hierarchy, Pricing decisions Distribution Decisions, Communication Decisions

Week 6: International Business Case analysis & probable solutions – Study of two different case studies –Direct Entry Strategy , Make or Buy decision.

Week 7: Session 1 & Session 2: Live interaction with Practicing Managers dealing with large International Markets. Learning from their vast experience of International Business Expansion across the globe

Week 8: Session 3 Live interaction with Practicing Manager dealing with large International Markets. & Conclusion session