Name of the Teacher: **Dr. Renu Sharma** Class: **M.Com. (Gen.) – Semester-III**

Subject: **MC-311 (INTERNATIONAL MARKETING)**

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | International marketing concepts, opportunities and challenges in international marketing. | Group Discussions |
|  | **01-31 Aug 2017** | International Marketing Environment: Economic environment, cultural environment, political-legal environment; Planning and organizing for international marketing, International Product Decisions: Product policy, product adaptation and standardization. | Group Discussions and Class-Room Quiz |
|  | **01-30 Sept 2017** | Alternative market entry strategies, Global branding and packaging; New Product development; Product line policies. International Distribution and Logistics System: Channel of distribution, factors affecting channel choice. | Power Point Presentations |
|  | **01-31 Oct 2017** | Managing channel members, International marketing logistics policy, International Advertising and Promotion: Creative challenges, media planning and analysis, agency selection; Sales promotion; Managing personal selling. | Power Point Presentations |
|  | **01-13 Nov 2017** | Pricing for International Marketing: Factor influencing price settings, pricing policy and strategies, transfer pricing, price quotations, Controlling International marketing operations. | Group Discussions and Class-Room Quiz |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| **Assignment 1** | Different Topics from the syllabus were divided among the students to be prepared and presented through Power Point Presentations. |
| **Assignment 2** | Different Topics on Current Issues like GST, SEBI, Impact of Foreign Collaborations on Indian Economy, Economic Structure of India, How Do Elections Affect Economy, Internet Marketing and Its Effects on Economy, etc. were divided among the students to prepare and present through Power Point Presentations. |
| **Class Test** | International Product Planning, Pricing Policy, Logistics Management and Distribution Channels |