**UNIVERSITY OF SARGODHA**

**NOON BUSINESS SCHOOL**

COURSE OUTLINE SPRING 2019

Course Tittle: *EXPORT MARKETING*

Course Code:

Credit Hours: 3

Instructor: ***BABAR HAMEED***

Email: babar.hameed@uos.edu.pk

DESCRIPTION& OBJECTIVES

This course focuses on the development of marketing strategies for organizations operating in the international business environment. Emphasis is placed on analyzing trends in the international marketing environment, identifying business opportunities and adapting standard marketing concepts to the diverse social, cultural, political and economic situations found in foreign markets.

**Learning Outcomes:**

Upon successful completion of this course, the student will be able to:
1. Articulate the importance of international trade to organizations.
2. Identify current trends in the international marketing environment.
3. Determine the impact of cultural differences on the practice of marketing in the international business environment.
4. Analyze complex international marketing situations and propose applications of standard marketing concepts to foreign markets.
5. Identify potential business opportunities in international markets.
6. Develop effective marketing strategies for international markets.

READINGS

……………………

CONTENTS

* Meaning and objectives of export marketing
* The export marketing environment
* Importance of trade between nations
* Cultural dynamics of international markets
* The economic and technological environment
* Market entry strategies
* The international marketing mix: product, price, promotion
and distribution
* Managing the export marketing effort

COURSE SCHEDULE

|  |  |  |
| --- | --- | --- |
| WEEK | TOPICS & READINGS | Dates  |
| 1. | IntroductionDefinitions of Export Marketing Features of Export MarketingImportance of Export Marketing Distinguish between Domestic Marketing and Export MarketingMotivation for Export Marketing |  |
| 2. | Trends in World Trade Sunrise ExportReview of Services ExportExplanation of Incoterms 2000Methods of Payment |  |
| 3. | Definitions of International MarketingFeatures of International MarketingImportance of International MarketingTrade Barriers and FacilitatorsWorld Trade OrganizationArguments for ProtectionismUruguay RoundObjectives of WTOFunctions of WTOImplications of WTO Agreements |  |
| 4. | Types of Economic IntegrationObjectives of Economic IntegrationTrading BlocsEuropean Union (EU)North American Free Trade Agreement (NAFTA)Association of South-East Asian Nations (ASEAN)South Asian Association for Regional Co-operationImplication of Trading BlocsGlobal System of Trade Preferences (GSTP)Principles of Guidelines of GSTP |  |
| 5. | Introduction of Overseas Market ResearchMeaning of Marketing ResearchIdentifying Foreign MarketFactors Influencing Selection of Foreign MarketsProduct Planning Strategies for ExportsClass quiz |  |
| 6. | Steps in new Product Development Process in Export MarketingInternational Product Life CycleMethods of Entry in Foreign MarketsDirect ExportingIndirect ExportingDistinguish between Direct Exporting and Indirect Exporting |  |
| 7. | Introduction of Channels of Distribution in Export MarketsTypes of Channels of Distribution in Export MarketsNeed and Importance of WarehousingNecessity of Warehousing in Export MarketingTools/elements of Product Promotion in Export MarketsImportance of Product Promotion in Export Markets |  |
| 8. | Presentation of AssigmentCase study  |  |
| 9. | Types of Export Marketing OrganizationExport Promotion OrganizationExport Promotion CouncilCommodity BoardsMarine Products Export Development Authority |  |
| 10. | Agricultural and Processed Food Product Export Development AuthorityNational Council for Trade InformationTrade Promotion OrganizationExport Inspection Council |  |
| 11. | Market Entry Mode SelectionProducts and Services: Branding Decisions in International MarketsStandardization Vs AdaptationProduct/Service Stereotypes |  |
| 12. | International Product Life CycleInternational Product and Service StrategiesManaging International Distribution OperationsInternational Retailing |  |
| 13. | Highlights and Implication of FTP 2009-14Special Focus InitiativesTowns of ExcellenceEligibility Criteria for Status Holders EH/STH/TH/PTH/SEHPrivileges / Benefits /Facilities for Status HoldersFunctions of EH/TH/STH/SSTH |  |
| 14. | International Promotional Mix and Advertising StrategiesSales Promotion StrategiesGlobal ServicesServices Vs ProductsClass quiz  |  |
| 15. | Factors Determining Export PricesBasic Data Required for Export Pricing DecisionsMarginal Cost PricingExport Pricing StrategiesSkimming Pricing StrategyPenetration Pricing StrategyBreak Even AnalysisExport Pricing QuotationsSimple Problems on FOB Price |  |
| 16. | Class project presentations. |  |

CLASS PROJECT

……………………

ASSESSMENT CRITERIA

*Marks will be distributed on the following basis*

*Mid term: 30 marks*

*Final term: 50 marks*

Sessional: 20 marks

(Sessional marks will be distributed on the basis of class quiz, attendance, class behavior/participation, and project/presentation)

NOTE: Tests/examinations/assignments must be written/submitted at the time specified.

RULES AND REGULATIONS

All students have to come into class on time.

Attendance would be marked in the start of the class, late comer would not be compensated for attendance.

Students have to be respectful in attitude and manners.