**UNIVERSITY OF SARGODHA**

**NOON BUSINESS SCHOOL**

COURSE OUTLINE SPRING 2019

Course Tittle: *EXPORT MARKETING*

Course Code:

Credit Hours: 3

Instructor: ***BABAR HAMEED***

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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

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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

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| WEEK | TOPICS & READINGS | Dates |
| 1. | Introduction  Definitions of Export Marketing  Features of Export Marketing  Importance of Export Marketing  Distinguish between Domestic Marketing and Export Marketing  Motivation for Export Marketing |  |
| 2. | Trends in World Trade  Sunrise Export  Review of Services Export  Explanation of Incoterms 2000  Methods of Payment |  |
| 3. | Definitions of International Marketing  Features of International Marketing  Importance of International Marketing  Trade Barriers and Facilitators  World Trade Organization  Arguments for Protectionism  Uruguay Round  Objectives of WTO  Functions of WTO  Implications of WTO Agreements |  |
| 4. | Types of Economic Integration  Objectives of Economic Integration  Trading Blocs  European Union (EU)  North American Free Trade Agreement (NAFTA)  Association of South-East Asian Nations (ASEAN)  South Asian Association for Regional Co-operation  Implication of Trading Blocs  Global System of Trade Preferences (GSTP)  Principles of Guidelines of GSTP |  |
| 5. | Introduction of Overseas Market Research  Meaning of Marketing Research  Identifying Foreign Market  Factors Influencing Selection of Foreign Markets  Product Planning Strategies for Exports  Class quiz |  |
| 6. | Steps in new Product Development Process in Export Marketing  International Product Life Cycle  Methods of Entry in Foreign Markets  Direct Exporting  Indirect Exporting  Distinguish between Direct Exporting and Indirect Exporting |  |
| 7. | Introduction of Channels of Distribution in Export Markets  Types of Channels of Distribution in Export Markets  Need and Importance of Warehousing  Necessity of Warehousing in Export Marketing  Tools/elements of Product Promotion in Export Markets  Importance of Product Promotion in Export Markets |  |
| 8. | Presentation of Assigment  Case study |  |
| 9. | Types of Export Marketing Organization  Export Promotion Organization  Export Promotion Council  Commodity Boards  Marine Products Export Development Authority |  |
| 10. | Agricultural and Processed Food Product Export Development Authority  National Council for Trade Information  Trade Promotion Organization  Export Inspection Council |  |
| 11. | Market Entry Mode Selection  Products and Services: Branding Decisions in International Markets  Standardization Vs Adaptation  Product/Service Stereotypes |  |
| 12. | International Product Life Cycle  International Product and Service Strategies  Managing International Distribution Operations  International Retailing |  |
| 13. | Highlights and Implication of FTP 2009-14  Special Focus Initiatives  Towns of Excellence  Eligibility Criteria for Status Holders EH/STH/TH/PTH/SEH  Privileges / Benefits /Facilities for Status Holders  Functions of EH/TH/STH/SSTH |  |
| 14. | International Promotional Mix and Advertising Strategies  Sales Promotion Strategies  Global Services  Services Vs Products  Class quiz |  |
| 15. | Factors Determining Export Prices  Basic Data Required for Export Pricing Decisions  Marginal Cost Pricing  Export Pricing Strategies  Skimming Pricing Strategy  Penetration Pricing Strategy  Break Even Analysis  Export Pricing Quotations  Simple Problems on FOB Price |  |
| 16. | Class project presentations. |  |

CLASS PROJECT

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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.