

## UNDERGRADUATE PROGRAMME IN BACHELOR OF MANAGEMENT STUDIES

### TRANSNATIONAL AND CROSS CULTURAL MARKETING

**Learning Objective:** The purpose of this paper is to provide an understanding of the impact the cultural differences have on global marketing. The methods of price decisions in international markets shall also be taught.

**Unit I**

**Lectures: 7**

Global Marketing, the scope and challenge of international marketing, the Global Manager, importance of Global Markets, development of Global Marketing.

**Unit II**

**Lectures: 7**

Cultural and social forces, definition of culture, cultural values, language and communication. Cultural differences. impact of social and cultural environment on marketing industrial and consumer products.

**Unit III**

**Lectures: 12**

Developing a global vision through marketing research. Scope of international marketing research. Problems: Collecting primary data, Use & non-availability of secondary data. Multicultural research-Research on internet. Estimating market demand, problems in analyzing and interpreting research information. Responsibility for conducting marketing research, communicating with decision makers.

**Unit IV**

**Lectures: 18**

Outsourcing Research, developing a Global Information System, Global Product Strategies, Product Design, Packaging and Labeling, Warranty and Service Policies, New Product Development, Global Strategies for Services & Brands, Marketing Services including Social Marketing.

**Unit V**

**Lectures: 12**

Pricing decisions: Global Pricing Framework, Pricing Basics, Marginal Cost Pricing and its importance, Transfer Pricing, Counter trade, Systems Pricing, Pricing and Positioning, price quotation – preparation of quotations. Promotion Decisions: Promotions – international advertising – sales promotion in international markets – international advertising – direct mailing – personal selling – exhibition – generic promotions in international marketing

**Text Book**

1. Cateora, Philip R. & Graham, John L. *International Marketing* (13th ed.). Tata Mc Graw Hill.
2. Cherunillam, Francis (2004). *International Marketing*, (7th ed.). Himalaya Publishing House

**References:**

1. JJ Shaw & Sak Onkvisit (2008). *International Marketing- Analysis and Strategies*. Prentice Hall India.
2. Warren J. Keega (2008), *Global Marketing Management*. Prentice Hall India.