

Name of the Assistant/ Associate Professor: - Mr. Karun Mehta

Class and Section: - B. Com. - III

Subject: - International Marketing

Week	Date	Topics
1	1-Jan-18	International Marketing- meaning, scope
	2-Jan-18	International Marketing- importance and difficulties
	3-Jan-18	International Marketing Mix
	4-Jan-18	International Marketing Environment- concept, micro environment
	5-Jan-18	International Marketing Environment- Macro environmental factors
	6-Jan-18	Need to study international marketing environment
	7-Jan-18	Sunday
2	8-Jan-18	Revision and Problems
	9-Jan-18	Test
	10-Jan-18	Foreign Market Entry Modes-Meaning and need
	11-Jan-18	Foreign Market Entry Strategies
	12-Jan-18	Opportunities for entry into foreign markets
	13-Jan-18	Country evaluation and selection
	14-Jan-18	Sunday
3	15-Jan-18	Parameters for Country evaluation and selection
	16-Jan-18	Problems and revision
	17-Jan-18	Test
	18-Jan-18	Product Planning for International Market-concept, levels of product, new product
	19-Jan-18	Product development, objectives of product planning and development
	20-Jan-18	New product development in international markets- stages
	21-Jan-18	Sunday
4	22-Jan-18	<a href="#">Vasant Panchami</a>
	23-Jan-18	Product adaptation strategy
	24-Jan-18	<a href="#">Sir Chhotu Ram Jayanti</a>
	25-Jan-18	Standardized product strategy
	26-Jan-18	<a href="#">Republic Day</a>
	27-Jan-18	Scope of product planning and development
	28-Jan-18	Sunday
5	29-Jan-18	Revision and Problems
	30-Jan-18	Test
	31-Jan-18	Branding-meaning and essentials

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Week	Date	Topics
1	1-Feb-18	Branding strategies
	2-Feb-18	Importance and difficulties of branding in international marketing
	3-Feb-18	Packaging- functions
	4-Feb-18	Sunday
2	5-Feb-18	Packaging considerations in international marketing
	6-Feb-18	Labeling-contents and significance
	7-Feb-18	Marking and Trade-mark
	8-Feb-18	Revision, Problems
	9-Feb-18	Test
	10-Feb-18	<a href="#">Maharshi Dayanand Saraswati Jayanti</a>
	11-Feb-18	Sunday
3	12-Feb-18	International Pricing- concept, objectives
	13-Feb-18	<a href="#">Maha Shivratri</a>
	14-Feb-18	Factors affecting International Price determination
	15-Feb-18	Procedure for price determination
	16-Feb-18	Pricing policies
	17-Feb-18	Price differentials, Dumping
	18-Feb-18	Sunday
4	19-Feb-18	Revision and Problems
	20-Feb-18	Test
	21-Feb-18	International price quotations- meaning, contents
	22-Feb-18	Payment terms in price quotations
	23-Feb-18	Considerations in export pricing quotations
	24-Feb-18	Letter of credit, bill of lading
	25-Feb-18	Sunday
5	26-Feb-18	Revision and Test
	27-Feb-18	Assignment-1
	28-Feb-18	Promotion of product abroad- meaning, Elements

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Week	Date	Topics
1	1-Mar-18	<a href="#">Guru Ravidas Birthday</a>
	2-Mar-18	<a href="#">Holi</a>
	3-Mar-18	Trade Fairs and Exhibitions
	4-Mar-18	Sunday
2	5-Mar-18	Direct mail and sales literature
	6-Mar-18	International advertising- approaches, importance
	7-Mar-18	International advertising campaign- process
	8-Mar-18	Advertising media, challenges in International advertising
	9-Mar-18	Personal Selling- concept, features, importance
	10-Mar-18	Methods of personal selling
	11-Mar-18	Sunday
3	12-Mar-18	Difficulties in personal selling
	13-Mar-18	Personal selling process
	14-Mar-18	Revision, Problems, Test
	15-Mar-18	International distribution- meaning features, importance
	16-Mar-18	Areas of physical distribution
	17-Mar-18	Suggestions for improvement in physical distribution in international marketing
	18-Mar-18	Sunday
4	19-Mar-18	International logistic management
	20-Mar-18	Challenges in global logistics management
	21-Mar-18	Management of distribution channels- concept , features
	22-Mar-18	Functions and role of distribution channels
	23-Mar-18	<a href="#">Shaheedi Diwas of Bhagat Singh, Rajguru &amp; Sukhdev</a>
	24-Mar-18	F actors affecting channel structure decisions
	25-Mar-18	Sunday/ <a href="#">Ram Navami</a>
5	26-Mar-18	Distribution channel policies
	27-Mar-18	Distribution channels in international marketing
	28-Mar-18	Distribution network structure
	29-Mar-18	<a href="#">Mahavir Jayanti</a>
	30-Mar-18	Revision and Problems
	31-Mar-18	Test

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Week	Date	Topics
1		Sunday
	1-Apr-18	Assignment - 2
	2-Apr-18	Selection and appointment of foreign sales agent- meaning and concept
	3-Apr-18	Need for appointing foreign sales agent
	4-Apr-18	Factors affecting selection of foreign sales agent
	5-Apr-18	Advantages and disadvantages of Foreign sales agent
	6-Apr-18	Sources and selection of foreign sales agent
	7-Apr-18	Sunday
	8-Apr-18	Contents of foreign sales agency contract
2	9-Apr-18	Specimen of foreign sales agency contract
	10-Apr-18	Revision and Problems
	11-Apr-18	Test
	12-Apr-18	Revision
	13-Apr-18	<a href="#">Dr Ambedkar Jayanti / Vaisakhi</a>
	14-Apr-18	Sunday
	15-Apr-18	Discussion on short answer type questions of Chapter 1&2
3	16-Apr-18	Discussion on short answer type questions of Chapter 3&4
	17-Apr-18	<a href="#">Parashurama Jayanti</a>
	18-Apr-18	Discussion on short answer type questions of Chapter 5&6
	19-Apr-18	Discussion on short answer type questions of Chapter 7&8
	20-Apr-18	Discussion on short answer type questions of Chapter 9&10
	21-Apr-18	Sunday
	22-Apr-18	Discussion on short answer type questions of Chapter 11&12
4	23-Apr-18	Revision
	24-Apr-18	Revision
	25-Apr-18	Revision
	26-Apr-18	Revision
	27-Apr-18	Revision
	28-Apr-18	Revision