

Lesson Plan

Name of the Assistant/ Associate Professor: DR. JASWINDER KAUR

Class and Section: B. Com VI SEM SEM B

Subject: INTERNATIONAL MARKETING

| Week | Date | Topics |
|------|-----------|---|
| 1 | 1-Jan-18 | International Marketing - Meaning & Introduction |
| | 2-Jan-18 | Difference between National & International Marketing |
| | 3-Jan-18 | Scope and Importance of International Marketing |
| | 4-Jan-18 | Nature of International Marketing |
| | 5-Jan-18 | Export Marketing, Multinational Marketing & Global Marketing |
| | 6-Jan-18 | Factors affecting International Marketing |
| | 7-Jan-18 | Sunday |
| 2 | 8-Jan-18 | Recap of the chapters covered |
| | 9-Jan-18 | International Marketing Environment |
| | 10-Jan-18 | Transition from Local Market to International Market |
| | 11-Jan-18 | Importance of International Marketing Environment |
| | 12-Jan-18 | Components of International Marketing Environment |
| | 13-Jan-18 | Contd - |
| | 14-Jan-18 | Sunday |
| 3 | 15-Jan-18 | Contd - |
| | 16-Jan-18 | Entry into International Markets - Modes |
| | 17-Jan-18 | Direct Exporting - Advantages & Disadvantages |
| | 18-Jan-18 | Forms of Organisation in Direct Exporting |
| | 19-Jan-18 | Indirect Exporting - Advantages & Disadvantages & Middlemen |
| | 20-Jan-18 | Revision / Test / Assignment I |
| | 21-Jan-18 | Sunday |
| 4 | 22-Jan-18 | Vasant Panchami |
| | 23-Jan-18 | Product Planning in International Marketing Meaning, Characteristics and Importance Sir Chhotu Ram Jyanti |
| | 24-Jan-18 | Meaning, Importance & Levels of Product |
| | 25-Jan-18 | Republic Day |
| | 26-Jan-18 | Product Adaptation & Strategy |
| | 27-Jan-18 | Sunday |
| | 28-Jan-18 | Standardisation & its Advantages |
| 5 | 29-Jan-18 | Elements of Product Planning |
| | 30-Jan-18 | New Product Development - meaning & Definition |
| | 31-Jan-18 | |

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| Week | Date | Topics |
|------|-----------|---|
| 1 | 1-Feb-18 | Importance & Principles of Product Development |
| | 2-Feb-18 | Elements of Product Development |
| | 3-Feb-18 | Product Development Process, Product & Packaging improvement |
| | 4-Feb-18 | Sunday |
| 2 | 5-Feb-18 | Branding - meaning, features, Importance |
| | 6-Feb-18 | Branding Classification, strategies |
| | 7-Feb-18 | Contd - |
| | 8-Feb-18 | Packaging - objectives, functions, advantages |
| | 9-Feb-18 | Packaging Decisions, International Marketing & Packaging |
| | 10-Feb-18 | Maharshi Dayanand Saraswati Jayanti |
| | 11-Feb-18 | Sunday |
| 3 | 12-Feb-18 | Labelling - Meaning, Types, International Marketing & Labels |
| | 13-Feb-18 | Maha Shivratri |
| | 14-Feb-18 | Revision & Review of the work done |
| | 15-Feb-18 | Test / Assignment II |
| | 16-Feb-18 | International Pricing - meaning & differentiation in International & Domestic Pricing |
| | 17-Feb-18 | Factors influencing International Price |
| | 18-Feb-18 | Sunday |
| | 19-Feb-18 | International Price Evolution |
| 4 | 20-Feb-18 | Payment Terms & Methods |
| | 21-Feb-18 | Contd - |
| | 22-Feb-18 | Contd - |
| | 23-Feb-18 | Contd - |
| | 24-Feb-18 | Revision & Review |
| | 25-Feb-18 | Sunday |
| | 26-Feb-18 | Sales Promotion - Meaning, features, Importance and objectives |
| 5 | 27-Feb-18 | Steps in Sales Promotion, tools & Methods |
| | 28-Feb-18 | Export Promotion Organisations Vacation |

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09/11/18

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| Week | Date | Topics |
|-----------|-----------|--|
| 1 | 1-Mar-18 | Guru Ravidas Birthday |
| | 2-Mar-18 | Holi |
| | 3-Mar-18 | Vacation |
| | 4-Mar-18 | Sunday |
| 2 | 5-Mar-18 | Export Promotion Organisations and Problems in Sales Promotion in International Marketing |
| | 6-Mar-18 | Review of the topic |
| | 7-Mar-18 | International Advertising - Meaning, nature, objectives |
| | 8-Mar-18 | Advertisement Media in International Marketing |
| | 9-Mar-18 | Advertisement Strategy in International Marketing |
| | 10-Mar-18 | Direct Mail in International Marketing - Advantages & Importance |
| | 11-Mar-18 | Sunday |
| 3 | 12-Mar-18 | Personal Selling in International Marketing - Features, Need & Importance |
| | 13-Mar-18 | Methods of Personal Selling & types |
| | 14-Mar-18 | Process of selling, types of Personal Selling |
| | 15-Mar-18 | Fairs & Exhibitions - meaning, advantages, |
| | 16-Mar-18 | Disadvantages of fairs/exhibitions, types |
| | 17-Mar-18 | Review / Revision |
| | 18-Mar-18 | Sunday |
| 4 | 19-Mar-18 | International Distribution Channels - Meaning, & types |
| | 20-Mar-18 | Distribution channels for Consumer Products |
| | 21-Mar-18 | Distribution channels for Industrial Products |
| | 22-Mar-18 | Export Distribution Channels |
| | 23-Mar-18 | Shaheedi Diwas of Bhagat Singh, Rajguru & Sukhdev |
| | 24-Mar-18 | Export channels Strategy |
| | 25-Mar-18 | Sunday / Ram Navami |
| 5 | 26-Mar-18 | Factors affecting choice of channels |
| | 27-Mar-18 | Levels of Distribution, Direct Vs Indirect |
| | 28-Mar-18 | Revision |
| | 29-Mar-18 | Mahavir Jayanti |
| | 30-Mar-18 | Marketing Logistics - Introduction & Importance |
| 31-Mar-18 | Contd - | |

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| Week | Date | Topics |
|------|-----------|---|
| 1 | 1-Apr-18 | Sunday |
| | 2-Apr-18 | Important Decisions regarding Logistics |
| | 3-Apr-18 | Means of Transport |
| | 4-Apr-18 | Contd. |
| | 5-Apr-18 | Contd. |
| | 6-Apr-18 | Warehousing - Need, Functions, Types |
| | 7-Apr-18 | Revision |
| | 8-Apr-18 | Sunday |
| 2 | 9-Apr-18 | Selection & Appointment of Foreign Sales Agents |
| | 10-Apr-18 | Need, Importance & Motivation of Agents |
| | 11-Apr-18 | Agency Contract |
| | 12-Apr-18 | Contd. |
| | 13-Apr-18 | Contd. |
| | 14-Apr-18 | Dr Ambedkar Jayanti / Vaisakhi |
| | 15-Apr-18 | Sunday |
| | 16-Apr-18 | Revision |
| 3 | 17-Apr-18 | Revision |
| | 18-Apr-18 | Parashurama Jayanti |
| | 19-Apr-18 | Revision |
| | 20-Apr-18 | Test |
| | 21-Apr-18 | Revision |
| | 22-Apr-18 | Sunday |
| | 23-Apr-18 | Revision |
| 4 | 24-Apr-18 | Revision |
| | 25-Apr-18 | Revision |
| | 26-Apr-18 | Revision |
| | 27-Apr-18 | Revision |
| | 28-Apr-18 | Revision |

Dr. Jaswinder Kaur
27/4/18