

Name: **Dr. JASWINDER KAUR**  
 Class and Section: **B.Com VIth SEC B**  
 Subject: **INTERNATIONAL MARKETING**

Week	Date	Topic
1	1-Jan-18	International marketing Meaning and Introduction
	2-Jan-18	Difference between National and International Marketing
	3-Jan-18	Scope and Importance of International Marketing
	4-Jan-18	Nature of International Marketing
	5-Jan-18	<b>Guru Gobind Singh Jayanti</b>
	6-Jan-18	Export Marketing, Multinational Marketing and Global Marketing
	7-Jan-18	<b>Sunday</b>
2	8-Jan-18	Factor affecting International Marketing
	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	Component of International Marketing Environment
	13-Jan-18	Contd.
	14-Jan-18	<b>Sunday</b>
3	15-Jan-18	Contd.
	16-Jan-18	Entry to International Markets - Modes
	17-Jan-18	Direct Exporting – Advantages and Disadvantages
	18-Jan-18	Forms of organization in Direct Exporting
	19-Jan-18	Indirect Exporting-Advantages and disadvantages
	20-Jan-18	Revision /Test/Assignment I
	21-Jan-18	<b>Sunday</b>
4	22-Jan-18	<b>Basant Panchami</b>
	23-Jan-18	Product planning in International Marketing Meaning, characteristics and Importance
	24-Jan-18	<b>Sir Chhotu Ram Jayanti</b>
	25-Jan-18	Meaning Importance and levels of product
	26-Jan-18	<b>Republic Day</b>
	27-Jan-18	Product Ad ration and Strategy
	28-Jan-18	<b>Sunday</b>
5	29-Jan-18	Standardisation and its advantages
	30-Jan-18	Elements of product planning
	31-Jan-18	<b>Guru Ravidas Jayanti</b>

Week	Date	Topic
1	1-Feb-18	New product Development –Meaning and Definition
	2-Feb-18	Importance and Principles of Product Development
	3-Feb-18	Elements of Product Development
	4-Feb-18	<b>Sunday</b>
2	5-Feb-18	Product Development Process, Product and Packaging Improvement
	6-Feb-18	Branding Meaning features and importance
	7-Feb-18	Branding Classification and strategies
	8-Feb-18	Contd.
	9-Feb-18	Packaging – Objectives, functions and advantages

	10-Feb-18	<b>Maharishi Dayanand Sarswati Jayanti</b>
	11-Feb-18	<b>Sunday</b>
<b>3</b>	12-Feb-18	Packaging decisions, international Marketing and packaging
	13-Feb-18	<b>Mahashivratri</b>
	14-Feb-18	Labeling- Meaning , types , international Marketing and Labels
	15-Feb-18	Revision and reviews of Work Done
	16-Feb-18	Test/Assignment -II
	17-Feb-18	International Pricing –Meaning and Differentiation in International and Domestic Pricing
	18-Feb-18	<b>Sunday</b>
<b>4</b>	19-Feb-18	Factors influencing International Price
	20-Feb-18	International Price Quotation
	21-Feb-18	Payment terms and Methods
	22-Feb-18	Contd.
	23-Feb-18	Contd.
	24-Feb-18	Revision and Reviews
	25-Feb-18	<b>Sunday</b>
<b>5</b>	26-Feb-18	Sales Promotion –Meaning features Importance and objectives
	27-Feb-18	Steps in Sales Promotion , tools and Methods
	28-Feb-18	<b>University Holidays</b>

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Mar-18	<b>University Holidays</b>
	2-Mar-18	<b>University Holidays</b>
	3-Mar-18	<b>University Holidays</b>
	4-Mar-18	<b>University Holidays/Sunday</b>
<b>2</b>	5-Mar-18	Export Promotion Organisation and Problems in sales Promotion in International Marketing
	6-Mar-18	Review of the Topic
	7-Mar-18	International Advertising – meaning nature and objective
	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 and Importance
	11-Mar-18	<b>Sunday</b>
<b>3</b>	12-Mar-18	Personal Selling in International Marketing-features need and Importance
	13-Mar-18	Methods of Personal Selling and types
	14-Mar-18	Process of selling, types of personal selling
	15-Mar-18	Fairs and Exhibitions-meaning advantages
	16-Mar-18	Disadvantages of fairs/ Exhibitions , types
	17-Mar-18	Reviews/Revision
	18-Mar-18	<b>Sunday</b>
<b>4</b>	19-Mar-18	International Distribution Channels-Meaning and 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	<b>Shahidi diwas of Bhagat Singh</b>

	24-Mar-18	Export Channels Strategy
	25-Mar-18	<b>Sunday</b>
<b>5</b>	26-Mar-18	Factors affecting choice of channels
	27-Mar-18	Levels of Distribution , Direct vs Indirect
	28-Mar-18	<b>Revision/Class Test</b>
	29-Mar-18	<b>Mahavir Jayanti</b>
	30-Mar-18	Marketing Logistics-Introduction and importance
	31-Mar-18	Contd.

<b>Week</b>	<b>Date</b>	<b>Topic</b>
	1-Apr-18	<b>Sunday</b>
<b>1</b>	2-Apr-18	Important Decisions regarding Logistics
	3-Apr-18	Means of Transport
	4-Apr-18	Contd.-
	5-Apr-18	Contd.-
	6-Apr-18	Warehouse need function , types
	7-Apr-18	Revision
	8-Apr-18	<b>Sunday</b>
<b>2</b>	9-Apr-18	Selection and appointment of Foreign Sales Agents
	10-Apr-18	Need Importance and Motivation of Agents
	11-Apr-18	Agency Contract
	12-Apr-18	Contd.
	13-Apr-18	Contd.
	14-Apr-18	<b>Dr. Amedkar Jayanti and Vaisakhi</b>
	15-Apr-18	<b>Sunday</b>
<b>3</b>	16-Apr-18	Revision
	17-Apr-18	Revision
	18-Apr-18	<b>Parshuram Jayanti</b>
	19-Apr-18	Revision
	20-Apr-18	Test
	21-Apr-18	Revision
	22-Apr-18	<b>Sunday</b>
<b>4</b>	23-Apr-18	Revision
	24-Apr-18	Revision
	25-Apr-18	Revision
	26-Apr-18	Revision
	27-Apr-18	Revision
	28-Apr-18	Revision