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Class & Section : B.Com VIth Semester (A)
Subject : International Marketing

Week	Date	Topic
1	1-Jan-19	Introduction to International Marketing
	2-Jan-19	Meaning of International Marketing
	3-Jan-19	Scope of International Marketing
	4-Jan-19	Scope International Marketing
	5-Jan-19	Importance of International Marketing
	6-Jan-19	Sunday
2	7-Jan-19	International Marketing Environment
	8-Jan-19	Internal Environment
	9-Jan-19	External Environment
	10-Jan-19	Factors Affecting Internal Environment
	11-Jan-19	Factors Affecting External Environment
	12-Jan-19	Market Entry Modes
	13-Jan-19	Sunday
3	14-Jan-19	Market Entry Modes
	15-Jan-19	Product Planning
	16-Jan-19	Product Planning for International Market
	17-Jan-19	Product Planning for International Market
	18-Jan-19	Standardization in International Marketing
	19-Jan-19	Standardization in International Marketing
	20-Jan-19	Sunday
	4	21-Jan-19
22-Jan-19		New Product Development
23-Jan-19		New Product Development
24-Jan-19		Branding for New Product
25-Jan-19		Sir Chhoti Ram Jayanti
26-Jan-19		Republic Day
27-Jan-19		Sunday
5		28-Jan-19
	29-Jan-19	Branding for New Product
	30-Jan-19	Packaging of New Product
	31-Jan-19	Packaging of New Product

Week	Date	Topic
1	01-Feb-19	Labelling of New Product
	02-Feb-19	Labelling of New Product
	03-Feb-19	Sunday
2	04-Feb-19	International Pricing
	05-Feb-19	International Pricing
	06-Feb-19	Factors Affecting International Pricing
	07-Feb-19	Factors Affecting International Pricing
	08-Feb-19	Factors Affecting International Pricing
	09-Feb-19	International Price Quotation
	10-Feb-19	Vasant Panchami/ Sunday
3	11-Feb-19	International Price Quotation
	12-Feb-19	International Price Quotation
	13-Feb-19	Payment Terms in International Marketing
	14-Feb-19	Payment Terms in International Marketing
	15-Feb-19	Promotion of Product Abroad
	16-Feb-19	Sales Literature
	17-Feb-19	Sunday
4	18-Feb-19	Direct Mail
	19-Feb-19	Guru Ravi Dass Birthday
	20-Feb-19	Direct Mail
	21-Feb-19	Personal Selling
	22-Feb-19	Personal Selling
	23-Feb-19	Advertising
	24-Feb-19	Sunday
5	25-Feb-19	Advertising
	26-Feb-19	Advertising
	27-Feb-19	Trade Fairs & Exhibitions
	28-Feb-19	Trade Fairs & Exhibitions

Week	Date	Topic
1	01-Mar-19	Maha Shivratri
	02-Mar-19	Trade Fairs & Exhibitions
	03-Mar-19	New Product Development
2	04-Mar-19	Branding of New Product
	05-Mar-19	Packaging of New Product
	06-Mar-19	Labelling of New Product
	07-Mar-19	International Distribution
	08-Mar-19	International Distribution
	09-Mar-19	Management of Distribution Channels
	10-Mar-19	Sunday
3	11-Mar-19	Management of Distribution Channels
	12-Mar-19	Class Test-II
	13-Mar-19	Assignment – I
	14-Mar-19	Management of Logistics
	15-Mar-19	Selection & Appointment of Foreign Sales Agent
	16-Mar-19	Selection & Appointment of Foreign Sales Agent
	17-Mar-19	Sunday
4	18-Mar-19	University Holidays
	19-Mar-19	University Holidays
	20-Mar-19	University Holidays
	21-Mar-19	University Holidays
	22-Mar-19	University Holidays
	23-Mar-19	University Holidays
	24-Mar-19	Sunday
5	25-Mar-19	Revision of Meaning & Scope of International Marketing
	26-Mar-19	Revision of Importance of International Marketing
	27-Mar-19	Revision of International Marketing Environment
	28-Mar-19	Revision of Internal Marketing Environment
	29-Mar-19	Revision of External Marketing Environment
	30-Mar-19	Revision of Market Entry Modes
	31-Mar-19	Sunday

Week	Date	Topic
1	01-Apr-19	Revision of Market Entry Modes
	02-Apr-19	Revision of Product Planning for International Market
	03-Apr-19	Revision of Standardization in International Marketing
	04-Apr-19	Revision of Adaptation in International Marketing
	05-Apr-19	Revision of International Pricing
	06-Apr-19	Revision of Factors Affecting International Pricing
	7-Apr-19	Sunday
2	08-Apr-19	Revision of International Price Quotation
	09-Apr-19	Revision of Payment Terms
	10-Apr-19	Revision of Promotion of Product Aborad
	11-Apr-19	Revision of Sales Literature
	12-Apr-19	Revision of Direct Mail
	13-Apr-19	Revision of Direct Mail
	14-Apr-19	Vaisakhi/Ambedkar Jyanti/Sunday
3	15-Apr-19	Revision of Personal Selling
	16-Apr-19	Revision of Advertising
	17-Apr-19	Mahavir Jayanti
	18-Apr-19	Revision of Trader Fairs & Exhibitions
	19-Apr-19	Revision of Trader Fairs & Exhibitions
	20-Apr-19	Assignment-II
	21-Apr-19	Sunday
4	22-Apr-19	Revision of International Distribution
	23-Apr-19	Revision of Management of Distribution Channels
	24-Apr-19	Revision of Management of Logistics
	25-Apr-19	Revision of Selection of Foreign Sales Agent
	26-Apr-19	Revision of Selection of Foreign Sales Agent
	27-Apr-19	Revision of Appointment of Foreign Sales Agent
	28-Apr-19	Sunday
5	29-Apr-19	Revision of Meaning & Importance of International Marketing
	30-Apr-19	Revision of Meaning & Importance of International Marketing