

PAPER: GLOBAL MARKETING & EXPORT MANAGEMENT

Course Objectives

At the completion of the course, participants will be able to:

- i. Develop theoretical and practical aspects of modern marketing management & the application of marketing principles to a marketing plan.
- i i . Understand the full range of tasks, facing the firm in international marketing.
- i i i . Explain how to integrate the various market entries and development strategies into a series of decisions that reflect interplay of the international marketing environment, technological forces, the strengths and weaknesses of the firm.
- iv. Discuss how to identify and analyze worldwide marketing opportunities, and examine product, pricing, distribution and promotion strategies.

Course Level: Basic

Credit Hours: 50

Marks: 200

GLOBAL MARKETING & EXPORT MANAGEMENT (Paper I)

Course Level: Basic Credit

Hours: 30

Time

duration: 3

mrs Marks:

100

Syllabus 48th CTP

Book: Warren J. Keegan and Mark Green. 2010. Global Marketing. 6th Edition. Prentice Hall.

Module 1: Introduction to Global marketing

- 1.1 The Global Marketing Environment (overview shift from marketing to Global marketing).
- 1.2 The Global Trade Environment: Regional Market, characteristics & preferential trade Agreements, social & cultural environment, political legal & regulatory environment.
- 1.3 Marketing and Emotions
- 1.4 Rethinking Marketing Mix (CODE)

Module 2: Understanding Consumers

- 2.1 Determinants of Consumer Behaviours,
- 2.2 Models of Consumer Behaviours,
- 2.3 Consumer Environment of Pakistan
- 2.4 Intercultural awareness and trading across cultures

Module 3: Product Management & Pricing Strategy

- 3.1 Basic product concepts
- 3.2 Basic branding concepts
 - <http://www.brandingstrategyinsider.com/>
 - **Video Case: Dockers: Creating a Sub-Brand Discussion: What do brands mean to you? What are your favourite brands and why? Check to see how your perceptions of brand might differ from those of others?**
- 3.3 Need based approach to product
- 3.4 New product in global marketing
- 3.5 Pricing decision
- 3.6 Shiller, B. and J. Waldfogel (2009). "Music for a Song: An Empirical Look at Uniform Song Pricing and its Alternatives," NBER Working Paper #15390, Boston: National Bureau of Economic Research.**
- 3.7 "Ticket Pricing Puts 'Lion King' Atop Broadway's Circle of Life"**

Module 4: Global Strategy and Global Marketing Mix

- 4.1 Going Global: Segmentation, & Targeting
- 4.2 Branding & Positioning
- 4.3 Sourcing Strategies: Exporting & Importing
- 4.4 Global Market Entry Strategies: Licensing, Investment, & Strategic Alliances
- 4.5 Global Marketing Communications' decision: Advertising & Public Relations,
- 4.6 Global Value Chains (GVCs)

Module 5: Instruments of Trade Promotion

5.1 Trade Delegations

5.2 Trade Fairs/Exhibition

Module 6: Export Creation

- **Qureshi, T. A., & Shah, A. (2020). *Trade Agreements and Export Creation: An Empirical Analysis of Pakistan's Exports at Industry Level*, *The Lahore Journal of Economics*, 25(2), 93-118**
- **Jamil, N. and Arif, R. (2019), "Increasing exports through tariff reductions on intermediate goods", *The Lahore Journal of Economics*, Vol. 24 No. 1, pp. 29-53.**
- **Ahmad I. *The value of export incentives. Lahore Journal of Economics*. 2015; 20(2):99–127**
- **Ehsan, S., & Khanum, A. (2014). *Compliance with Global Quality Requirements in Pakistan's Export Sector. The Lahore Journal of Economics*, 19, 247.**