

Name of faculty : Dr. Vishnu Kumar		
Discipline : DBM		
Semester : 5TH Sem.		
Subject : INTERNATIONAL MARKETING & E-MARKETING		
Lesson Plan duration : 15 Week (Jan-2018 to April 2018)		
Week	Lecture/Day	Theory
1st	1	INTERNATIONAL MARKETING
	2	MEANING AND DEFINITION
	3	NATURE & FEATURES OF INTERNATIONAL MARKETING
	4	SCOPE OF INTERNATIONAL MARKETING
	5	INTERNATIONAL MARKETING MANAGEMENT PROCESS
2nd	6	MARKET STUDY & SURVEY
	7	RISK FACTORS IN INTERNATIONAL MARKETING
	8	RISK ASSESSMENT IN INTERNATIONAL MARKETING
	9	WORLD MARKET SCENARIO
	10	MAJOR WORLD MARKET
3rd	11	GLOBAL MARKETS
	12	GLOBAL MARKET TOOLS
	13	GLOBALISATION: AN INTRODUCTION
	14	MEANING AND DEFINITIONS
	15	DRIVERS OF GLOBALISATION
4th	16	GLOBAL FIRMS
	17	BUSINESS ENVIRONMENT
	18	MEANING AND DEFINITION
	19	FACTORS OF INTERNATIONAL MARKETING
	20	FACTORS OF BUSINESS ENVIRONMENT
5th	21	INTERNAT FACTORS
	22	EXTERNAL FACTORS
	23	TOTAL COMPONENT OF BUSINESS ENVIRONMENT
	24	SWOT ANALYSIS
	25	MARKET OPPORTUNITIES
6th	26	MARKET THEARTS
	27	WEAKNESS OF PRODUCT AND TECH. IN MARKETING
	28	INTERNATIONAL TRADE SYSTEM
	29	MARKET STRENGHTS
	30	TARIFF BARRIERS
7th	31	NON-TARIFF BARRIERS
	32	WTO- AN INTRODUCTION
	33	WHAT IS QUOTA
	34	QUOTA EMBARGO
	35	EXCHANGE CONTROL AND ENVIRONMENT
8th	36	MNC AND ITS OPERATION
	37	POLITICAL ENVIRONMENT OF A COUNTRY
	38	ECONOMIC FACTORS OF A COUNTRY
	39	TECHNOLOGICAL FACTORS
	40	SOCIAL AND CULTURAL VALUES
9th	41	FACTORS THOSE RESPONSIBLE OF MNC ENTRY
	42	ENRTY STRATEGY
	43	MEANING AND DEFINITION
	44	OBJECTIVE OF MARKETING ENTRY

	45	APPROACHES OT MARKET ENTRY
10th	46	CULTURAL CONDITIONS
	47	SOCIAL AND CULTURAL VALUES
	48	FORMAL CONTROLS
	49	INFORMAL CONTROLS AND MARKETING STRATEGIES
	50	GROUP BEHAVIOUR IN INTERNATIONAL LEVEL
11th	51	MERGER MEANING AND DEFINITION
	52	ACQUISITION MEANING AND DEFINITION
	53	JOINT-VENTURES MEANING AND DEFINITION
	54	OTHER IMPORTANT STRATEGIES
	55	OTHER IMPORTANT STRATEGIES
12th	56	E-MARKETING
	57	MEANING AND DEFINITIONS
	58	FEATURES OF E-MARKETING
	59	IMPORTANCE OF E-MARKEING
	60	E- MARKETING STRATGIES
13th	61	E- MARKETING OBJECTIVES
	62	OTHER NEW CONCEPTS IN E-MARKETING
	63	E- CUSTOMERS
	64	UNDERSTANDING OF E- CUSTOMERS
	65	E-CUSTOMER- ACCESS AND RELATIONSHIP
14th	66	E-WORRIES
	67	RESEARCHING NEW CUSTOMERS AND EXISTING
	68	ELECTRONIC PAYMENT SYSTEM
	69	TECHNOLOGY OF EPC
	70	DIGITAL CASH
15th	71	ONLINE CREDIT SYSTEM
	72	REVISION OF 1,2, UNITS
	73	REVISION OF 3,4, UNITS
	74	REVISION OF 5 UNITS
	75	REVISION OF 6 UNITS