

GLOBAL MARKETING



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GLOBAL MARKETING

UNIT-I

Global Marketing- Introduction, Drivers towards globalization, global marketing objectives; initial modes of entry; process of international marketing. Culture and Global marketingcultures across countries, culture and negotiations.

UNIT –II

Country attractiveness- environmental research, entry evaluation procedure, country data sources, forecasting country sales and market share. Local Marketing- understanding local customers, local marketing in nature.

UNIT-III

Global segmental and positioning- global market segment, targeting segments, global product positioning. Global products- standardization versus adaptation. developing new global products, global brand management.

UNIT-IV

Global pricing- pricing policy and strategy, transfer pricing, counter trade. Global distributionlocal channels, wholesaling and retailing, global logistics, effects of Parallel distribution. Global Advertising and promotion- global advertising decision, elements of global advertising, Global sales promotion; E-commerce as a tool of global marketing.