

UNIVERSITY OF KARACHI

EXPORT MARKETING

BS – VIII

Course Title : EXPORT MARKETING

Course Number : BA (H) – 651

Credit Hours: 03

COURSE CONTENTS

1. **Export Marketing Definition and Strategies**

- Market Definition and Segmentation
- Market Expansion/selection process, procedure and strategy
- Foreign Market Portfolio: Techniques and Analysis

Information for International marketing Decisions

- Sources of Information
- Assessing Market Potential
- Export Marketing Research
- Using the Internet and E-mail for Data Collection

Market Entry Strategies

- Entry as a Channel Decision
- Entry as a Strategy
- Factors Influencing Choice of Entry Mode
- Managing the Channel
- Selecting the Entry Mode
- Using Free Areas

Export Entry Modes

- Indirect Export
- Direct Export
- The Internet and E-Commerce
- Gray Market Exporting

Nonexport Entry Modes

- Alternative Modes of Entry
- Manufacturing Facilities
- Assembly Operations
- Strategic Alliances

- Choosing Between Alternatives

Product Decisions

- Product Policy
- Product Planning and Development
- Product Mix Decisions
- Standardization vs. Adaptation
- Packing
- Branding Issues

Pricing Decisions

- Determinants of an Export Price
- Fundamental Export Pricing strategy
- Relation of Export to Domestic Price Policies
- Currency Issues
- The Price Quotation
- Transfer Pricing

Financing and methods of Payment

- Export Financing Methods and Terms of Payment
- Payment/Financing Procedures
- Export Credit Insurance
- Countertrade

Promotion and Marketing Communication

- Export marketing Promotion and Communication Decision
- Alternative Techniques of Promotion
- Standardization or Adaptation?
- Advertising Transference
- Management Issues

The Export Order and Physical Distribution

- Handling the Export Order
- Physical Distribution
- Structure of International Physical
- A Concluding Comment

Organization of International marketing Activities

- Main Consideration of Being Organized Internationally
- Organizational Structures

RECOMMENDED BOOKS:

1. Gerald Albaum. Edwin Duerr. Jesper Strandkov. "International Marketing and Export Management." Pearson Education. Fifth Edition
2. L.F. Walls. K.B. Dulat. "Exporting: From Start to Finance." McGraw Hill Third Edition
3. S. Paliwoda. T "The Essence of International Marketing." Prentice Hall.