

**PLAN : 6<sup>th</sup> SEMESTER 2024-25**  
**B.Com –III International Marketing**

Week	Topics
01-01-2025 to 04-01-2025	<ul style="list-style-type: none"> <li>International Marketing –An Introduction</li> </ul>
06-01-2025 to 11-01-2025	<ul style="list-style-type: none"> <li>International Marketing Environment</li> </ul>
13-01-2025 to 18-01-2025	<ul style="list-style-type: none"> <li>Foreign Market Selection and Entry Modes</li> </ul>
20-01-2025 to 25-01-2025	<ul style="list-style-type: none"> <li>Product Planning for International Markets, International Product Life Cycle</li> </ul>
28-01-2025 to 01-02-2025	<ul style="list-style-type: none"> <li>Marketing Research and Information, Branding, Packaging and Labelling</li> </ul>
03-02-2025 to 08-02-2025	<ul style="list-style-type: none"> <li>International Pricing, International Price Quotations</li> </ul>
10-02-2025 to 15-02-2025	<ul style="list-style-type: none"> <li>Payment Terms</li> </ul>
17-02-2025 to 22-02-2025	<ul style="list-style-type: none"> <li>International Distribution: Management of Distribution Channels, Channel Conflict</li> </ul>
24-02-2025 to 01-03-2025	<ul style="list-style-type: none"> <li>Selection and Appointment of Foreign Sales Agents, Export Procedure and Documentation</li> </ul>
03-03-2025 to 08-03-2025	<ul style="list-style-type: none"> <li>Methods of International Product Promotion: Direct Mail, Seles Literature</li> </ul>
17-03-2025 to 22-03-2025	<ul style="list-style-type: none"> <li>Trade Fairs and Exhibitions</li> </ul>
24-03-2025 to 29-03-2025	<ul style="list-style-type: none"> <li>International Advertising and Media Strategy</li> </ul>
31-03-2025 to 05-04-2025	<ul style="list-style-type: none"> <li>Web Marketing</li> </ul>
07-04-2025 to 12-04-2025	<ul style="list-style-type: none"> <li>Revision unit-I</li> </ul>
14-04-2025 to 19-04-2025	<ul style="list-style-type: none"> <li>Revision unit-II</li> </ul>
21-04-2025 to 26-04-2025	<ul style="list-style-type: none"> <li>Revision unit-III</li> </ul>
28-04-2025 to 30-04-2025	<ul style="list-style-type: none"> <li>Revision unit-IV</li> </ul>

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