

Class: T.Y.B.Com

SEMESTER – V

Subject: EXPORT MARKETING (Applied Component) – I

Module – I Introduction to Export Marketing:

Meaning and features of Export Marketing- Importance of Exports for a Nation and a Firm –Difference between Domestic Marketing and Export Marketing – Motivations for Export Marketing – Present problems faced by Indian Exporters – Trends in World Trade – The Sunrise Exports, Review of Services Export, Composition and direction of India's Export Trade Since 2000 – Reasons for India's poor share in World Trade.

Module – II International Marketing:

Meaning, Trade Barriers – Tariffs and Non-Tariffs –WTO and its implications on International Marketing with reference to Agreements : TRIPs, TRIMs, GATS, Agreements on Agriculture and its implications on Developing Nations- Regional Economic Groupings – Implications of Trade Blocs for International Marketing – Major Regional Economic Groupings – EU, NAFTA, ASEAN, SAARC – Global System of Trade Preferences among Developing Countries (GSTP)

Module – III Preliminaries for Starting Export Business:

Overseas Market Research – Identifying Foreign Markets – Factors for Selecting Foreign Markets – Product Planning Strategies for Exports – New Product Development Process – International Products Life Cycle – Methods of entry in Foreign Markets – Channels of Distribution in Export Markets – Warehousing and its necessity in Export Marketing – Product Promotion in Export Markets.

Module – IV Export Marketing and Promotional Organisations in India

Export Marketing Organizations – Export Promotion Organisations – Export Promotion Councils – Commodity Boards – MPEDA –APEDA –FIEO – IIFT – National Council for Trade Information (NCTI) – ITPO –EIC –IIP –ICA- Department of Commercial Intelligence and Statistics – Directorate General of Foreign Trade – Chamber of Commerce – STPs –EOUs –SEZs- Sales in DTA – Incentives to Units of SEZs – Contribution of SEZs in India's Exports.

Module –V Foreign Trade Policy (FTP):

Main Objectives – Highlights of FTP 2009-2014 - Special Focus Initiatives – Towns of Export Excellence – Eligibility criteria for Export Houses/ Star Export Houses / Trading Houses/ Star Trading Houses / Premier Trading Houses – Privileges of Export and Trading House Status Holders – Negative List of Exports.