

Course Outcome

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T.Y.B.Com. – EXPORT MARKETING

Semester - VI

Module 1: PRODUCT PLANNING AND PRICING DECISIONS

		Course Outcome	Teaching Methods
1.1	Planning for Export Marketing	Co.1 What are the Product decision areas in Export marketing? Students will know- How Exporter takes decisions regarding Product, Branding, Packaging..	<ul style="list-style-type: none">• Discussion• Chalk and Board• Notes
1.2.	Export Pricing	Co-3 Factors determining Export Pricing Co-4 Objectives of Export pricing & Pricing strategies applied in International Markets Students will know- How exporter fixes the price of the Product in Foreign market.	<ul style="list-style-type: none">• Make them think and mention• Discussion• Chalk and board• Notes
1.3	Export Pricing Quotations	Students will know the concepts of- 1. FOB- Free on Board 2. CIF- Cost, Insurance & Freight 3. C&F- Cost & Freight	<ul style="list-style-type: none">• Discussion• Chalk and Board• Notes

Module 2 : EXPORT DISTRIBUTION AND PROMOTION

		Course Outcome	Teaching Methods
2.1	Distribution channels Logistics	Co-1 Direct & Indirect Distribution channels in Export Marketing Co-2 Components of Logistics Co-3 Need for Insurance in Export Marketing	<ul style="list-style-type: none"> • Use analysis on board with help of students • Discussion • Case study • Notes
2.2	Sales promotion in Export marketing	Students will know- Co-4 Sales Promotion techniques like- <ol style="list-style-type: none"> 1. Advertising & Sales Promotion 2. Public Relations 3. Trade fairs & Exhibitions 4. Personal selling 	<ul style="list-style-type: none"> • Discussion • Notes • Role play • Case study

Module 3 : EXPORT FINANCE

		Course Outcome	Teaching Methods
3.1	Methods of payment Pre-shipment & Post-shipment finance	Co.1 Procedure to obtain Export Finance Co-2 Types & Benefits of Countertrade Students will know – How Exporter can obtain Pre & Post shipment finance.	<ul style="list-style-type: none"> • Use analysis on board with help of students • Discussion • Notes
3.2	Export Finance Institutions	Co 3 Students will know Role of- <ol style="list-style-type: none"> 1. Commercial Banks, EXIM Bank & SIDBI in financing Indian exporters 	<ul style="list-style-type: none"> • Use analysis on board with help of students • Discussion • Study tours • Notes

Module 4 : EXPORT PROCEDURE AND DOCUMENTATION

		Course Outcome	Teaching Methods
4.1.	Export Procedure/ Registration	Co.1 Pre-shipment procedure & Inspection Co-2 Shipping & Custom stage formalities Co-3 Post shipment procedure	<ul style="list-style-type: none">• Use analysis on board with help of students• Discussion• Notes• Chalk and Board
4.2	Export documents	Co-3 Students will understand the importance of various Export Documents like- <ol style="list-style-type: none">1. Commercial Invoice & Bill of Lading2. Consular Invoice & Certificate of Origin	<ul style="list-style-type: none">• Use analysis on board with help of students• Discussion• Notes• ICT
