

Syllabus

MBA 925-18

International and Social Media Marketing

Unit-I

Definition and Challenges of International Marketing, Reasons for going International, International Market Segmentation and Positioning; **International Market Entry Strategies:** Screening and Selection of Markets; Methods to Enter International Markets. **International Marketing environment:** Political, Legal, Environmental, Socio Cultural and Technological Environment, Country Risk Analysis, **International Economic Environment:** IMF, WTO, International Monetary System, **International Trade Barriers:** Tariff and Non-Tariff. **Regional Blocks:** European Union, NAFTA, SAARC, ASEAN, International Marketing Research.

Unit-II

EXIM Policy of India, Export Promotion Organisations, Incentives, Export Documents. Organisation and Structure of Export and Import Houses. **International Product and Pricing Policies:** Product Standardisation & Adaptation, International Pricing Strategies. **International Distribution System:** International Distribution Channels, Types, Role of Internet in International Distribution **International Communication Policy:** Communication Strategies in International Marketing, International Promotion Mix.

Unit III

Introduction to Social Media Marketing: Evolution, from Traditional to Modern Marketing, Rise of Internet and E Concepts. Emergence of Social Media Marketing as a Tool. **Social Media Channels:** Types and Models, Social Media benefits and Applications. Social Media Marketing Framework. **Consumer Behavior on the Internet:** Basics, Evolution of the Digital Consumer, Managing Consumer Demand. IMC. **Social Media Marketing Strategies:** Introduction, Defining Social Media Marketing Mix, Social Media Marketing Planning, Social Media Marketing Channels.

Unit-IV

Social Media Marketing Campaign: Elements of Marketing Campaigns, Implementing Social Media Marketing Campaigns, SEM, SEO, Content Marketing, Social Media Execution, Campaign Analytics and ROI, **Managing Social Media Marketing Revenue:** Social Media Marketing Revenue Sources, Managing Service Delivery and Payments, **Emerging Trends in Social Media Marketing:** Big Data, IOT, Content Creation and Sharing: Blogging, Micro Blogging, Streaming Video, Podcasts, and Webinars.

Note: Relevant Case Studies should be Discussed in Class.