



GLOBAL MARKETING MANAGEMENT

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INTENDED AUDIENCE : MBA, MBA (IB), MIB, M Com

INDUSTRIES APPLICABLE TO : All companies working in exports and international business would value this course

COURSE OUTLINE :

Global business comprises of a large and growing portion of the world's total business. Today, global events and competition affect almost all companies- large and small-because most sell output to and secure supplies from foreign countries. Many companies also compete against products and services that come from abroad. Thus most managers, regardless of industry or company size, need to approach their operating strategies, from a global perspective. In view of the above, this course provides a fresh, up-to-date analysis of the global business environment and successfully blends a comprehensive review of global business with exhaustive discussion of what happens in the many parts of the global market. Moreover, the course not only describes the ideas of global marketing but also presents many contemporary examples, scenarios and cases. This course will therefore provide first-hand knowledge of Global Marketing operations and help practitioners and budding scholars of international business.

ABOUT INSTRUCTOR :

Dr. Zillur Rahman is Professor at the Department of Management Studies, Indian Institute of Technology, Roorkee. He received his B.Sc. (Hon.) Mathematics, MBA and Ph.D. from Aligarh Muslim University, India. Dr. Rahman has more than 20 years of experience in academia. He has delivered research talk in many countries including USA, Switzerland, Germany, France, Italy and Turkey.

He has published research papers in reputed international papers including the European Journal of Marketing, Journal of Business Research, Psychology and Marketing, Journal of Service Marketing, International Journal of Contemporary Hospitality Management, Journal of Cleaner Production, Telematics and Informatics, among others.

Prof. Rahman has been a recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence for three consecutive years (2016-18). He has also received the Commendable Faculty Award in the domain of Business, Management and Accounting.

COURSE PLAN :

Week 1 : Globalization, Global Economic Environment

Week 2 : Financial Environment, Cultural Issues and Buying Behaviour, Political/Legal Environment-Part-1

Week 3 : Political/Legal Environment- Part-2, Global Marketing Research, Global Segmentation and Positioning.

Week 4 : Global Marketing Strategies, Global Market Entry Modes, Global Product Development

Week 5 : Global Product Development, Marketing Products and Services, Global Pricing.

Week 6 : Communicating with the World Consumer, Sales Management, Global Logistics and Distribution-Part-1.

Week 7 : Global Logistics and Distribution- Part-2, Export/Import Management, Planning, Organization, and Control of Global Marketing Operations-Part-1.

Week 8 : Planning, Organization, and Control of Global Marketing Operations-Part-2, Marketing in Emerging Markets, Global Marketing and the Internet.

Week 9 : Introduction to business-to-business marketing, How business organizations buy, Strategic planning for global business markets, Ethical considerations for business marketers.

Week 10 : Market research, Segmentation, targeting, and positioning, Services for business markets

Week 11 : Pricing, Supply chain management and Managing distribution channels, Business to business marketing communications.

Week 12 : Customer relationships and key-account management, Sales promotion, exhibitions, and trade fairs, Corporate reputation management, Marketing planning, implementation, and control.