

ADVANCED INSTITUTE OF TECHNOLOGY & MANAGEMENT. PALWAL
Lesson Plan - ODD Semester

Name of the faculty : Ms. Payal Shukla

Class : MBA

Semester: 3rd Semester

Subject : (International Marketing MBA-243-V)

Lecture No.	Topics	Tentative Date	Actual Date
1	Concept of International Marketing	Mon, 14 Jul 2025	
2	Benefits of International Marketing	Tue, 15 Jul 2025	
3	Challenges of International Marketing	Wed, 16 Jul 2025	
4	Effects of International Marketing	Thu, 17 Jul 2025	
5	Types of International Marketing	Mon, 21 Jul 2025	
6	WTO Framework	Tue, 22 Jul 2025	
7	International Marketing	Wed, 23 Jul 2025	
8	International Marketing Research	Thu, 24 Jul 2025	
9	Types of International Marketing	Mon, 28 Jul 2025	
10	International Marketing Environment	Tue, 29 Jul 2025	
11	Process of International Marketing	Wed, 30 Jul 2025	
12	Domestic Market	Thu, 31 Jul 2025	
13	International Marketing	Mon, 4 Aug 2025	
14	Domestic Market vs International Marketing	Tue, 5 Aug 2025	
15	Opportunities of International Marketing	Wed, 6 Aug 2025	
16	Impact of International Marketing	Thu, 7 Aug 2025	
17	Assignment	Mon, 11 Aug 2025	
18	Doubt Session	Tue, 12 Aug 2025	
19	Presentation	Wed, 13 Aug 2025	
20	Test of unit 1	Fri, 15 Aug 2025	
21	Identification of International Markets	Mon, 18 Aug 2025	
22	Segmentation, and Selection of International Markets	Tue, 19 Aug 2025	
23	Modes of International Market Entry	Wed, 20 Aug 2025	

24	Factors Affecting Selection of Entry Mode	Thu, 21 Aug 2025	
25	Product Standardization	Mon, 25 Aug 2025	
26	Adaptation	Tue, 26 Aug 2025	
27	Product Standardization vs. Adaptation	Wed, 27 Aug 2025	
28	Packaging in International Markets	Thu, 28 Aug 2025	
29	Labelling in International Markets	Mon, 1 Sep 2025	
30	Branding	Tue, 2 Sep 2025	
31	International Product Strategy	Wed, 3 Sep 2025	
32	Product Life Cycle in International Markets	Thu, 4 Sep 2025	
33	Doubt Session	Mon, 8 Sep 2025	
34	Assignment	Tue, 9 Sep 2025	
35	Presentation	Wed, 10 Sep 2025	
36	Test of unit 2	Thu, 11 Sep 2025	
37	Pricing Approaches for International Markets	Mon, 15 Sep 2025	
38	Factors Influencing Pricing Decisions	Tue, 16 Sep 2025	
39	Terms of Payment in International Transactions	Wed, 17 Sep 2025	
40	Dumping and Counter Trade	Thu, 18 Sep 2025	
41	Transfer Pricing	Mon, 22 Sep 2025	
42	International Distribution Channels	Tue, 23 Sep 2025	
43	Selecting Distribution Channels	Wed, 24 Sep 2025	
44	Promotion Decisions for International Markets	Thu, 25 Sep 2025	
45	Trade Fairs and Exhibitions	Mon, 29 Sep 2025	
46	Designing interventions	Tue, 30 Sep 2025	
47	Interventions process.	Thu, 2 Oct 2025	
48	Doubt Session	Tue, 7 Oct 2025	
49	Assignment	Mon, 13 Oct 2025	
50	Presentation	Mon, 27 Oct 2025	
51	Test of unit 3	Tue, 28 Oct 2025	
52	Managing Risk in International Marketing	Wed, 5 Nov 2025	
53	Emerging Issues in International Marketing	Mon, 10 Nov 2025	
54	Global E-Marketing	Tue, 18 Nov 2025	

55	Features of International Marketing	Wed, 19 Nov 2025	
56	Effects of International Marketing	Tue, 25 Nov 2025	
57	Relationship Marketing for Overseas Business	Wed, 26 Nov 2025	
58	Doubt Session	Thu, 27 Nov 2025	
59	Assignment	Fri, 28 Nov 2025	
60	Presentation	Sat, 29 Nov 2025	
61	Test of unit 4	Sun, 30 Nov 2025	