

Program Objectives

1. Learning Objectives: – To acquaint students with the basics in export marketing, conceptual understanding and clarity of terminology used in Export Marketing. –
2. To highlight India's Export Marketing Potential; our composition and direction of exports. –
3. To give an understanding of the international trading scenario. –
4. To give an understanding about the economic significance of Export Marketing and the global market opportunities and challenges. –
5. To acquaint students with India's current Foreign Trade Policy and its impact on export marketing

Program specific objectives: Semester V

1. To Learn Importance of Export Marketing
2. To understand Problems and Risk involved in Export Marketing.
3. Understanding Global Framework for International Trade.
4. To study and analyze Foreign Trade Policy 2015-20 Role of Government and Various Institutions in Export Promotion.

Program specific objectives: Semester VI

1. To acquaint students about product planning and Pricing methods.
2. To highlight Export distribution and sales promotion methods used in Export Marketing.
3. To make aware about methods of payment and types of finance available for exporters.
4. To highlight export procedures and documentation necessary for export marketing.