

TYBCOM

EXPORT MARKETING

SEMESTER V

Module – 1 : Basics of Export marketing:

Concept and Features of Export Marketing
Importance of Export Marketing
Difference between Domestic Marketing and Export Marketing
Factors influencing Export Marketing
Export marketing Development through internet
Prospects and Challenges of Export marketing in India
Direction of Indian Exports since 2010
Major Exports (commodities and services) of India since 2010

Module – 2 : Global Framework for Export Marketing

Influence of Trade barriers/ Major Trade Blocs/ Regional Economic Groupings on Export marketing
Implication of WTO Agreements on Export Marketing
Process of Global Marketing Research
Factors influencing Selection of Foreign markets
Methods of Entry in Global Markets
Important Components of Logistics in Export Marketing

Module – 3 : EXIM Policy and Promotional Measures

Foreign Trade Policy (currently 2009-14 or New [FTP 2014-19](#) as and when unveiled by the new government) Highlights and implications
Privileges of Export and Trading House Status holders
Role of Directorate General of Foreign Trade
Negative list

Module – 4 : Product and Pricing Decisions in Export Marketing

Product Related Decisions – Product planning, branding, packaging, labelling and marketing
Factors Determining Export Price
Export Pricing Strategies
Methods of Export Pricing
Major Export Pricing Quotations and INCO Terms
Simple Problems on FOB Pricing

EXPORT MARKETING

SEMESTER VI

MODULE - 1 : Export Marketing and Promotional

Organisations in India

Importance of Export Promotion Organizations – Chambers of Commerce, Export Promotion councils including MPEDA, APEDA and PIEO and commodity Boards

Types of Export Marketing Organizations.

Role of IIFT, NCTI, ITPO, EIC, IIP, ICA and DGCI&S.

Deemed Exports

Benefits enjoyed by Towns of Excellence, STPs, EHTP, BTP, AEZs, EOUs AND SEZs

MODULE – 2 : Export Finance and Export Risk Insurance

Methods of Payment

Features of Pre-shipment/Packing credit and Post-shipment Finance Procedure of obtaining Export Finance

Role of Financial institutions – Commercial banks, EXIM Bank and SIDBI

Risks in Export Marketing

Marine Insurance Procedure

Role of ECGC

MODULE – 3 : Export Procedure

Registration with different authorities

Role of Custom House Agents (CHA)

Quality Control and Inspection – Objectives and Agencies

Pre-shipment Procedure including Central Excise Clearance and Custom Clearance,

Shipment Procedure and Realization of Export Proceeds

MODULE – 4 : Export Documents and Export Incentives

Main Documents used in Export Trade – Commercial invoice , Shipping Bill, Certificate of Origin, Consular Invoice, Mate's Receipt, Bill of Lading, GR Form, Bill of Exchange

Specimen/Proforma of Export Documents

Export Incentives, Assistance and Schemes extended to the Indian

Exporters – Duty Drawback, EPCG Scheme, MDA, MAI, ASIDE, IRMAC