

DEPARTMENT OF COMMERCE
SYLLABUS
TYBCOM – EXPORT MARKETING-I

Module 1. Introduction to Export Marketing (12 Lectures)

- Concept and Features of Export Marketing, Importance of Exports for a Nation and a Firm, Distinction Between Domestic Marketing and Export Marketing
- Factors influencing Export Marketing, Risks involved in Export Marketing, Problems of India's Export Sector
- Major merchandise/commodities Export of India (Since 2015), Services Exports of India (Since 2015), Region-wise India's Export Trade (Since 2015)

Module 2. Global Framework For Export Marketing (11 Lectures)

- Trade Barriers, Types of Tariff Barriers and Non-Tariff Barriers, Distinction Between Tariff and Non-Tariff Barriers
- Major Economic Groupings of the World, Positive and Negative Impact of Regional Economic Groupings, Agreements of World Trade Organisation (WTO)
- Need For Overseas Market Research, Market Selection Process, Determinants of Foreign Market Selection

Module 3. India's Foreign Trade Policy (11 Lectures)

- Foreign Trade Policy (FTP) 2015-20 - Highlights and Implications, Export Trade Facilitations and ease of doing business as per the new FTP
- Role of Directorate General of Foreign Trade (DGFT), Negative List of Exports, Deemed Exports
- Benefits to Status Holders and Towns of Excellence, Common Benefits For EHTP, BTP and STP, Benefits enjoyed by (IIAS) Integrated Industrial Areas (SEZ), EOU, AEZ

Module 4. Export Incentives and Assistance (11 Lectures)

- Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC)
- Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils

(EPCs) and Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP)

- Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorisation Scheme, Duty Drawback (DBK), IGST Refund for Exporters

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TYBCOM – EXPORT MARKETING-II

Module 1. Product Planning and Pricing Decisions for Export Marketing (12 Lectures)

- Planning for Export Marketing with regards to Product, Branding, Packaging
- Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing
- International Commercial (INCO) Terms; Export Pricing Quotations – Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation

Module 2. Export Distribution and Promotion (11 Lectures)

- Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels
- Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing
- Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing;

Module 3. Export Finance (11 Lectures)

- Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade
- Features of Pre-shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance.
- Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC

Module 4. Export Procedure and Documentation (11 Lectures)

- Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection;
- Shipping and Custom Stage Formalities; Role of Clearing & Forwarding Agent; Post-shipment Procedure for Realisation of Export Proceeds; Procedure of Export under Bond and Letter of Undertaking. (LUT)
- Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin

