



Industries Commissionerate,  
Government of Gujarat  
GoG-AMA Centre for International Trade



## Programme on International Marketing Mix

(Standardization Vs. Adaptation)

Saturday, July 8, 2017 - 5.15 to 8.30 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House,  
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

***“Success in international markets requires a fine balance between standardization and adaptation of the product, pricing, distribution and promotion.”***

**Objectives** : The programme has been designed to help the marketing people already dealing in foreign markets as well as those aspiring to undertake international marketing. The programme helps the participants in gaining a perspective in the tailored approaches of international marketing towards managing the 4 Ps in chosen international markets. Emphasis will be laid on different aspects of the international marketing mix like the product strategy, Product, pricing, distribution and promotion issues including managing the international sales.

**Contents** : 1. International Product decisions-Standardization Vs. adaptation.  
2. Branding, packaging and labeling in international markets  
3. Pricing in international markets- Transfer Pricing  
4. Promotion and sales management in international markets  
5. Distribution in international markets

**Participants** : • Business people who aspire to engage in international marketing  
• Exporters  
• Executives working in companies associated with international marketing  
• MBA students wishing to understand the international marketing strategy

**Methodology** : The programme methodology includes lecture presentations and interactive discussions around real life examples of companies operating in the international markets.

**Duration** : Half day: Saturday, 8 July, 2017 (5.15 pm- 8.30 pm)

**Faculty** : **Dr. Rajendra Prasad Sharma**, Faculty at Indian Institute of Foreign Trade, Delhi & Kolkata. The faculty has rich experience of the nuances of international marketing.

**Fee** : Nominal Registration fee Rs.300/- per participant inclusive of Service Tax..

### Programme on International Marketing Mix

July 8, 2017

**Registration Form:** Please fill-in and return this form along with participation fee to:  
Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg,  
Ahmedabad 380 015, Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917  
E-mail: ama@amaindia.org • Website: www.amaindia.org  
Android Mobile App: AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Address:	
Pin Code:	
Phone:	Mobile
E-mail:	