

## NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:International Marketing

Subject Co-ordinator - Prof. Biswarup Ghosh

Co-ordinating Institute - IIT - Kharagpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

Lecture 1 - Introduction to International Marketing  
Lecture 2 - Introduction to International Marketing  
Lecture 3 - Introduction to International Marketing  
Lecture 4 - Introduction to International Marketing  
Lecture 5 - International Business, Entry Modes and Theories  
Lecture 6 - International Business, Entry Modes and Theories  
Lecture 7 - International Business, Entry Modes and Theories  
Lecture 8 - International Business, Entry Modes and Theories  
Lecture 9 - International Business, Entry Modes and Theories  
Lecture 10 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations  
Lecture 11 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations (Continued...)  
Lecture 12 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations (Continued...)  
Lecture 13 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations (Continued...)  
Lecture 14 - Hofstede's Cultural Dimensions, Cross-cultural Sales Negotiations (Continued...)  
Lecture 15 - Import Export Procedures  
Lecture 16 - Import Export Procedures (Continued...)  
Lecture 17 - Import Export Procedures (Continued...)  
Lecture 18 - Import Export Procedures (Continued...)  
Lecture 19 - Import Export Procedures (Continued...)  
Lecture 20 - Designing a Global Marketing Program  
Lecture 21 - Designing a Global Marketing Program (Continued...)  
Lecture 22 - Designing a Global Marketing Program (Continued...)  
Lecture 23 - Designing a Global Marketing Program (Continued...)  
Lecture 24 - Designing a Global Marketing Program (Continued...)  
Lecture 25 - International Business Case Analysis  
Lecture 26 - International Business Case Analysis  
Lecture 27 - International Business Case Analysis (Continued...)  
Lecture 28 - International Business Case Analysis (Continued...)  
Lecture 29 - International Business Case Analysis (Continued...)

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- Lecture 30 - Learning Session by Practicing Manager
- Lecture 31 - Learning session by Practicing Manager (Continued ...)
- Lecture 32 - Interaction with Practicing Manager - Question and Answer Session
- Lecture 33 - Learning Session by Practicing Manager
- Lecture 34 - Learning Session by Practicing Manager followed by Conclusion session
- Lecture 35 - Interaction with Practicing Manager
- Lecture 36 - Interaction with Practicing Manager (Continued...)
- Lecture 37 - Interaction with Practicing Manager (Continued...)
- Lecture 38 - Interaction with Practicing Manager (Continued...)
- Lecture 39 - Concluding Session