

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

NPTEL Video Course - Management - NOC:Global Marketing Management

Subject Co-ordinator - Prof. Z. Rahman

Co-ordinating Institute - IIT - Roorkee

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

Lecture 1 - Globalization - Part 1
Lecture 2 - Globalization - Part 2
Lecture 3 - Global Economic Environment - Part 1
Lecture 4 - Global Economic Environment - Part 2
Lecture 5 - Global Economic Environment - Part 3
Lecture 6 - Financial Environment - Part 1
Lecture 7 - Financial Environment - Part 2
Lecture 8 - Cultural Issues and Buying Behavior - Part 1
Lecture 9 - Cultural Issues and Buying Behavior - Part 2
Lecture 10 - Political/ Legal Environment - Part 1
Lecture 11 - Political/ Legal Environment - Part 2
Lecture 12 - Global Marketing Research - Part 1
Lecture 13 - Global Marketing Research - Part 2
Lecture 14 - Global Segmentation and Positioning - Part 1
Lecture 15 - Global Segmentation and Positioning - Part 2
Lecture 16 - Global Marketing Strategies - Part 1
Lecture 17 - Global Marketing Strategies - Part 2
Lecture 18 - Global Market Entry Modes - Part 1
Lecture 19 - Global Market Entry Modes - Part 2
Lecture 20 - Global Product Development - Part 1
Lecture 21 - Global Product Development - Part 2
Lecture 22 - Marketing Products and Services - Part 1
Lecture 23 - Marketing Products and Services - Part 2
Lecture 24 - Global Pricing - Part 1
Lecture 25 - Global Pricing - Part 2
Lecture 26 - Communicating with the World Consumer - Part 1
Lecture 27 - Communicating with the World Consumer - Part 2
Lecture 28 - Sales Management - Part 1
Lecture 29 - Sales Management - Part 2

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- Lecture 30 - Global Logistics and Distribution - Part 1
- Lecture 31 - Global Logistics and Distribution - Part 2
- Lecture 32 - Export/Import Management - Part 1
- Lecture 33 - Export/Import Management - Part 2
- Lecture 34 - Export/Import Management - Part 3
- Lecture 35 - Planning, Organization and Control of Global Marketing Operations - Part 1
- Lecture 36 - Planning, Organization and Control of Global Marketing Operations - Part 2
- Lecture 37 - Marketing in Emerging Markets - Part 1
- Lecture 38 - Marketing in Emerging Markets - Part 2
- Lecture 39 - Global Marketing and the Internet - Part 1
- Lecture 40 - Global Marketing and the Internet - Part 2