

Quadrant III– References/Web links

Programme	: Bachelor of Commerce Honours (Third Year)
Subject	: Commerce
Semester	: V
Course Code	: UCOD103
Course Title	: International Marketing Management
Title of the Unit	: International Distribution and Promotion Policy
Module Name	: Types of international market intermediaries, International Advertising
Unit	: III
Module No	: 12
Name of the Presenter	: Ms. Gladys D'Souza

Offline Resources:

1. Ahmed, Mehtab et al. *Export Management*. Sheth publishers.
2. Madan, Pankaj et al. *Marketing Management*. Global Vision Publishing House.
- 3 Sherlekar, S.A. & Sherlekar, V.S. *Global Marketing Management*. Himalaya Publishing House

