MOD001194 International Marketing
Lecture 1: Introduction to International Marketing

- Assessment / Reading material
- What is International Marketing?
- Why International Markets?
- Differences between Domestic and International Marketing
- Success factors
- Global Marketing
- International Marketing Environment
Assessment

• This will be fully explained during the seminar, however:
• Based on a 3,000 word assignment
• Details within the module guide
• Based on set questions, covering the full learning outcomes
### Key text


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<th>Reading Material 1</th>
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<td><strong>Key text</strong></td>
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<td>We will draw heavily on this book. Students are therefore advised to purchase a copy.</td>
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Reading material 2

Typical journals include: ‘International Marketing Review’ and the ‘European Journal of Marketing’*

* ALL articles can be accessed electronically via the University Digital Library
International Marketing

• ‘is concerned with the marketing issues arising in the management of the firm’s international operations (marketing across boundaries)’

• Concept of marketing ‘The management process which identifies, anticipates, and supplies customer requirements efficiently and profitably’ (CIM)
Why International Markets?

The Firm

Diversification, economies of scale, international production, market growth, joint venture, small or saturated domestic markets

An International Market
For UK exporters – Why Ireland?

UK’s fourth largest export market – According to UK Trade & Investment, worth £27.4 billion (2008)
Differences between International and Domestic Marketing

- Culture (Multicultural markets)
- Data: Difficult to access, perhaps unreliable
- Politics: Unstable government, perhaps protectionism
- Stakeholders: Commercial, host country, home country
- Economies: Varying levels of unemployment, inflation etc
- Control: difficult to control and coordinate
- Business: Difficult to negotiate
- PESTLE
Differences between International and Domestic Marketing (cont)

• The main dilemma for International Marketers is Adaptation v Standardisation

• In other words, to what extent should elements of the marketing mix be adapted or standardised?
How International Marketing differs

- Different environments (PEST)
- Differences in customer behaviour
- Differences in competition
- Different marketing practices
Born Global v Stages Model

• Born Global (McKinsey, 1993) “to start international activities from birth”
• Stages models e.g. Uppsala for a gradual process to internationalisation
• Is the stages model dead?
Stages of International Marketing Involvement

- No direct foreign marketing
- Infrequent foreign marketing
- Regular foreign marketing
- International marketing
- Global marketing
International Marketing Success Factors

- A clear competitive focus
- An effective relationship strategy
- Well-managed organisations

Source: Doole, I (2000)
Global Marketing

- Marketing on a global scale
- Very often adopting the same standardised global strategies
- Adopting the same global brand image e.g. Coca Cola
- Different marketing practices
The International Marketing Environment

Firm in the International Marketing Environment

- competition
- customers
- political
- economic
- technology
- cultural
- legal
12C framework for analysing International Markets

- country
- currency
- culture
- caveats
- capacity to pay
- contractual
- channels
- choices
- concentration
- communication
- control
- commitment
JCB – A British success story

"Our mission is to grow our company by providing innovative, strong and high performance products and solutions to meet our global customers' needs."

18 factories - UK, Brazil, North America, India, China & Germany.

http://www.jcb.com/(xnwjpau005qpgf45izauh145)/mainv2.aspx
Next Week

• Please familiarise yourself with the module
• By next week you should have a clear understanding on the importance of International Marketing
• Make sure you regularly check the VLE for lecture notes, announcements, assignment news etc.