



International marketing - introduction

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Why doing/making MKT international???



- Business across frontiers
- Cca 4000years B.C.- trade routes round territories
- International marketing – 20th of 20th

<http://www.referenceforbusiness.com/encyclopedia/Int-Jun/International-Marketing.html>

- Business nowadays:
 - ❖ MASS markets
 - ❖ transport
 - ❖ telecommunication (ICT)
 - ❖ nongovernmental organizations
 - ❖ governments

GLOBALIZATION

↔ backward or two-way influences ↔

What is international marketing?

- IMKT - 'is concerned with the marketing issues arising in the management of the firm's international operations' (Jonathan Wilson, 2006)

Phases of IMKT involvement:

no direct foreign marketing
infrequent foreign marketing
regular foreign marketing – export
international marketing
global marketing



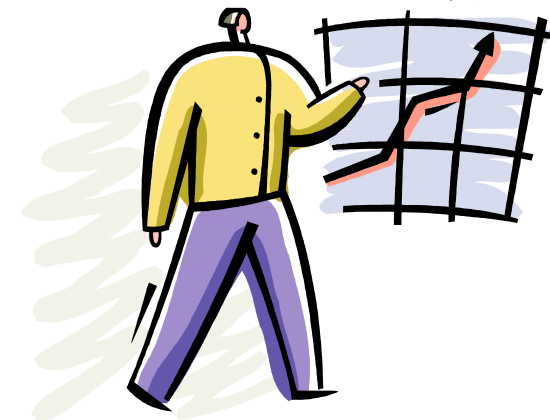
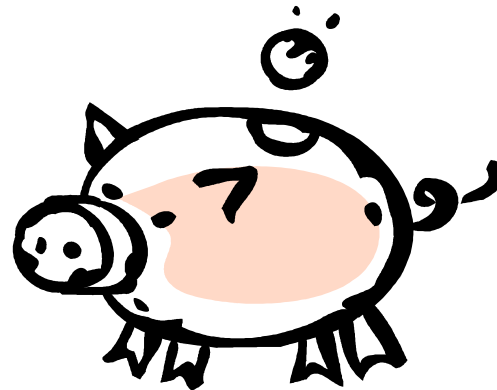
transnational, crosscultural,
multidomestic...

IMKT orientations

- Domestic market extension orientation (Ethnocentric)
- Multidomestic market orientation (Polycentric)
- Global market orientation (Regioncentric or Geocentric)

Why market(s) abroad?

- Small or saturated domestic market
- Opportunity for expansion/sales growth/profit/
- Resources
- Leverage (i.e. advantages of operating in numerous markets simultaneously)
 - experience transfers
 - systems transfers
 - scale economies
 - resource utilisation
 - time and effort



■ Why not?

Why not?



- Market differences - diversity
- History
- Management myopia as a barrier
- Organisational culture as a barrier
- Barriers
- Resources



International approach (strategy)

- **global approach** treats the world as a single market
- **multinational (+ international) approach** treats the world as a portfolio of national opportunities
- **glocal approach** standardizes certain core elements and localizes other elements

(Kotler, P., 2007)



What is international marketing? II

The process by which individuals and organizations:

- **Identify needs and wants of customers in different international markets;**
- **Provide products, services and ideas competitively to satisfy needs and wants of different customer groups concerning issues different from domestic market;**
- **Communicate information about the products and services with the proper adaptation to different customer perception rising from other country effect; and**
- **Deliver the products and services internationally using one or a combination of foreign entry modes.**

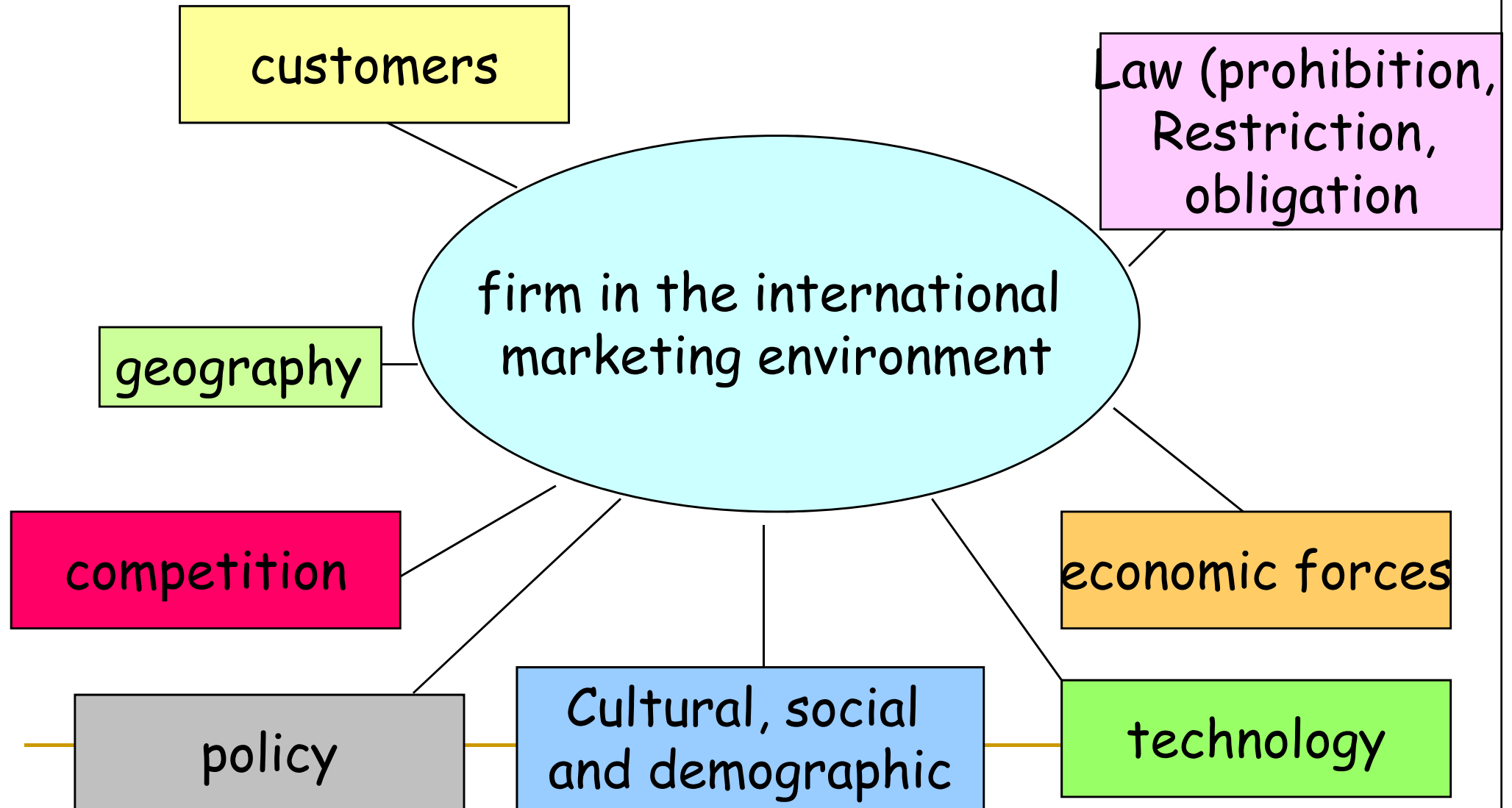
**- Wilson, J., 2006 [Bradley (2002)]
adapted**

What is same and what different?

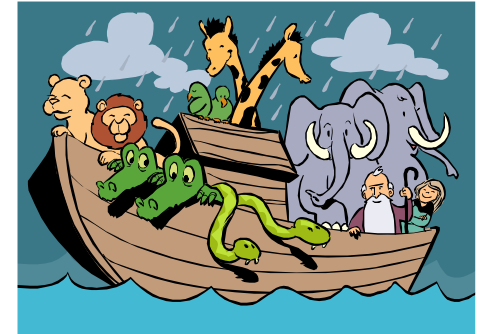
- ✓ Principles
- ✓ Concepts
- ✓ Methods
- ✓ Techniques
- Tools
- Conditions
- Competition
- Customers
- Marketing practices



The international marketing environment



Differences between International and Domestic Marketing



- Culture: behaviour, habits, routine....
business + customers
 - Data: access, reliability
 - Politics: interests, orientation
 - Stakeholders: business + nonbusiness
(primary + secondary)
 - Economies: unemployment, inflation, parity,
purchasing power, wealth...
 - Control: possibility to control and co-ordinate and/or
cooperate
-

IMKT mix differences



- **Product** *Suitability, adaptability, competitors*
 - **Place** *Distribution channels and methods*
 - **Promotion** *Symbol, identity, familiarity, attitude*
 - **Price** *Customs duties, Taxes, Agent's commission, Freight*
 - **Physical Evidence** *Descriptions of contents, expression style*
 - **Process** *Payment terms, shipping methods, commissioning, training*
 - **People** *Knowledge, skills, willingness*
 - **Packaging** *Suitability, climate conditions, freight damage, fits*
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Textbooks:

- Czinkota, M.R., Ronkainen, I.A. International Marketing. 2004
 - Ghauri, P., Cateora, P. International marketing. 2006
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