1

Introduction to International Marketing

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What are the meanings of the terms multinational corporation, born-global, home country, and host country?

2. What are the essential ingredients in the marketing mix as they relate to international markets, needs, and wants?

3. How have the drivers of globalization influenced international marketing?

4. How are the factors that create international marketing complexity linked to creating a global mindset for marketing activities?

5. Why are the concepts of sustainability and bottom-of-the-pyramid consumers linked to today’s international marketplace?

2

Culture in International Marketing

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. How do culture and the various elements of culture affect consumer behaviors and marketing?

2. What are the main models of cross-cultural differences and how can they help managers when making international marketing decisions?

3. Why should a marketing team examine cultural imperatives, cultural electives, and cultural exclusives when entering a host country?

3

Global Trade and Integration

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. How does free trade influence the international marketing context?

2. What are the relationships between free trade, integration, and international marketing?

3. What are the major trade agreements around the world?

4. How does protectionism affect free trade?

5. How do laws and ethical concerns affect trade and international marketing?

4

Country Selection and Entry Strategies

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What two factors drive market economies, and how are these factors different in command economies?

2. How do Rostow’s five stages of economic development apply to the concepts of most-, less-, and least-developed economies, emerging markets, newly industrialized countries, and transition economies?

3. Which factors help create a national competitive advantage for an economy?

4. How do the five forces that increase competitive rivalries relate to industry-level competitive advantage?

5. How do the various modes of entry balance a company’s level of control with its level of risk?

5

International Marketing Planning, Organizing, and Control

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. How do planning, organizing, and control activities influence international marketing programs?

2. What activities are involved in international strategic planning?

3. What are the basic components of an international marketing tactical planning
program?

4. What forms of organizational structure do international companies use?

5. Which activities are parts of an international marketing control system?

6. How will emerging trends affect international marketing in the future?

6

Markets and Segmentation in an International Context

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What is market segmentation and how does international market segmentation differ from domestic market segmentation?

2. What are the primary factors used to identify international consumer and business-to-business market segments?

3. Which consumer segments can be found across different countries to be targeted with standardized products and services?

4. How can the marketing team use regional and national segmentation methods to improve a company’s global marketing program?

5. How to assess the market potential of a segment?

7

International Positioning

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What creates a product’s positioning in the global marketplace?

2. What are the main approaches to international product positioning?

3. How can a product’s position become an asset in an international marketing effort?

4. What additional challenges affect international product positioning programs?

5. What steps and tactics are used to establish positioning, evaluate positioning, and conduct repositioning in international markets?

8

Market Research in the International Environment

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What is an international market research program?

2. What are the steps of the market research process?

3. What roles do primary and secondary data play in the process of designing an international marketing research program?

4. What techniques can be used when developing samples and collecting data for international marketing research?

5. Which factors complicate the analysis and interpretation of data in international marketing research?

9

International Product and Brand Marketing

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What product categories are present in domestic and international markets?

2. What product dimensions are considered when making domestic and international marketing decisions?

3. What types of international business products and services are available?

4. What patterns exist as new products move from introduction to eventual decline?

5. What types of decisions must be made with regard to a company’s international product mix?

6. What role does brand development and management play in international marketing?

10

International Product Standardization and Adaptation

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. How do legal systems influence international marketing programs, including standardization and adaptation strategies?

2. How are international marketing disputes resolved within various legal systems?

3. When is standardization the most viable international marketing strategy?

4. How can adaptation help a marketing team succeed in reaching target markets in a host country?

5. How can standardization and adaptation programs combine to achieve greater international marketing effectiveness?

6. How can global innovation and patterns of diffusion assist the marketing team
in reaching target markets, including those consisting of bottom-of-the-pyramid customers?

11

International Pricing

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What forms of pricing exist, and how do perceptions influence views of prices?

2. What are the most common strategic objectives associated with prices, and what methods may be used to achieve those objectives?

3. What types of pricing discounts are available to international marketers?

4. What factors influence decisions about price changes in international markets?

5. What ethical concerns are associated with international pricing programs?

12

International Finance and Pricing Implications

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. How do currencies and currency exchanges affect international business and international marketing programs?

2. What factors affect currency movements in the international marketplace?

3. How do the law of one price and purchasing power parity affect international marketing activities?

4. How do governmental activities influence international finance?

5. What are the relationships between international finance and the elements of the marketing mix?

13

International Marketing Channel Management

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What are the essential elements of an international marketing channel?

2. What key marketing channel decisions must be made in order to efficiently and effectively reach customers in other countries?

3. What types of international marketing distribution channels are available?

4. How can the marketing team effectively manage international channels of distribution?

5. How do marketing managers utilize channel power and oversee negotiation
processes?

14

International Distribution: Exporting and Retailing

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. Why do companies export?

2. What methods of entry into foreign markets can companies use?

3. What are the documents needed for exporting?

4. How can the marketing team effectively operate the five tasks associated with the physical distribution of goods?

5. What factors influence the choice of retail outlets in host countries?

15

Globally Integrated Marketing Communications

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. How can the individual communications model be used to describe international marketing communications processes?

2. What steps are taken to develop an effective international advertising program?

3. What traditional and culturally based types of advertising appeals do marketing professionals use?

4. How are the traditional executional frameworks adapted to international advertising programs?

5. What types of alternative marketing communications programs are available to international firms?

16

International Sales Promotions and Public Relations

Learning Objectives

After reading and studying this chapter, you should be able to answer the following questions:

1. What are the relationships between international consumer promotions and trade promotions?

2. How do international consumer promotions help a company achieve its marketing goals?

3. When are international trade promotions incentives used?

4. How does the public relations team or department handle negative publicity or image-damaging events?

5. How can the public relations function help build a positive image of a company and its brands?