



Theme 1

The essence and kinds of international marketing



➔ Words from the lecture

words	words	words	words
consumer	demand	enterprise	expenditures
advancement	foreign	international	assets
peculiarity	surroundings	segmentation	satisfaction
cover	improvement	competition	cycle
bargain	internal	investigation	raw materials
abroad			
A	B	C	D



1. The definition of international marketing

Marketing is:

- 1** A philosophy of management, its main principle is an orientation of economic activity of an organization to consumers demands
- 2** Managements function of an organization directed to the studying of goods, a market of goods, an advancement of them, goods prices of an organization
- 3** A kind of an organizations activity, connected with buying or selling goods and services of this organization



International marketing

is the one that goes out of the limits of national borders. It differs from the notion of foreign trade firstly by proposing a systematic work for the investigation of peculiarities of different international market, secondly by covering a wide spectrum of bargain and operations at a foreign market on different stages of goods advancement to the customer who goes out of the limits of foreign trade, thirdly by directing its production to the satisfaction of consumers demand abroad.

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Foreign trade

is an exchange of goods for money between economic individuals of different countries

International marketing

is a continuation of national marketing as well. Both in that and other case the same methods

of approach of marketing activity are used and they consist of three main phases:

- studying of the peculiarities of the market of a country as well as a macro surroundings – political, technical, economical and of social cultural

- working out of commodity and price policy

- realization of goods and services on the basis of chosen sale policy



2. Main kinds of international marketing

There are some kinds of it

Multinational marketing

means that its activity is realized in some countries at the same time

international marketing

international marketing

Cascade marketing is characterized by the logical mastering of foreign markets one after another or out of the tie with each other

Transnational marketing is carried out single principles of strategic management of an organization in the limits of a single marketing strategy but the peculiarities of every international market are taken into consideration as well

Global marketing is realized at different foreign markets which have similar outlines that's why let us examine them as one industrial market



International marketing

The correlation between the marketing of one country and multinational one is concluded in the fact that firstly the system of a national marketing is formed, goods for an internal market is created and only then an improving variant of goods for this one is formed, in its turn an improving variant of goods is modified conformably to the conditions of concrete foreign national market (every market it's kind of goods).



Management's actions of cascade marketing have following sequence:





Cascade marketing is used at an enterprise, when:

1

There is no possibility to adapt goods to incompatible demands of different countries

2

Its economically pointless to standardize the complex of international marketing

3

There is a need in an experimental control of the possibility to go out to a foreign market

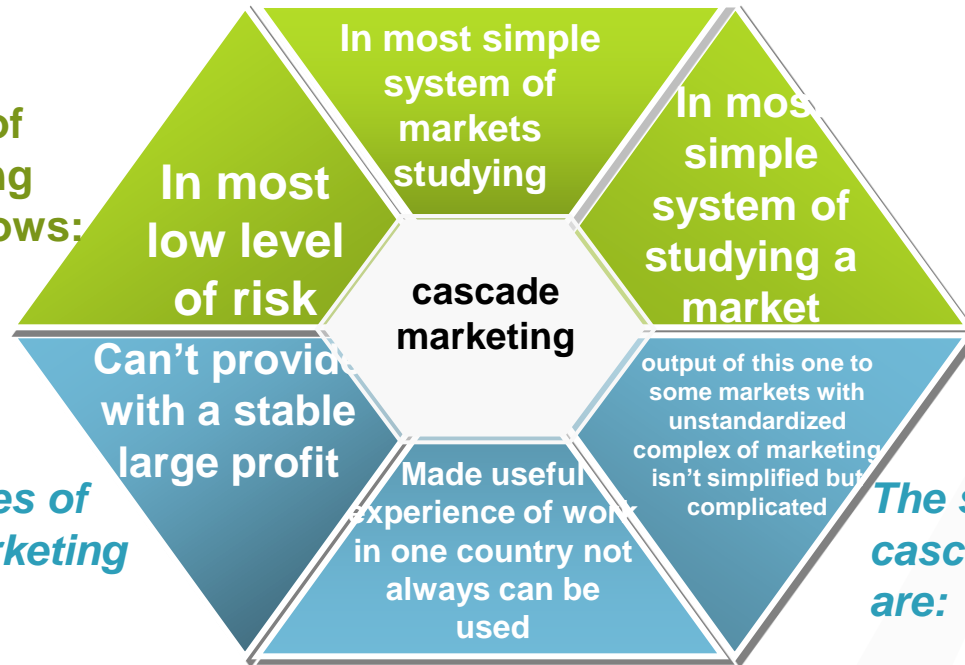


The advantages end the shortages of cascade marketing are:

The advantages of cascade marketing consist of as follows:

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The shortages of cascade marketing are:

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Global marketing

has an opportunity to realize the complex of marketing functions at the market of different countries by the same scheme and so it lets economize considerable means during the coming into the market of an international state. The largest effect is achieved during the output to all markets at the same time on which a firm has arranged channels of communication.



There are 3 points of view about global marketing:

Raw materials, fuel, power carrier are for the goods of natural universality which standardization happens without a man's industrial participation

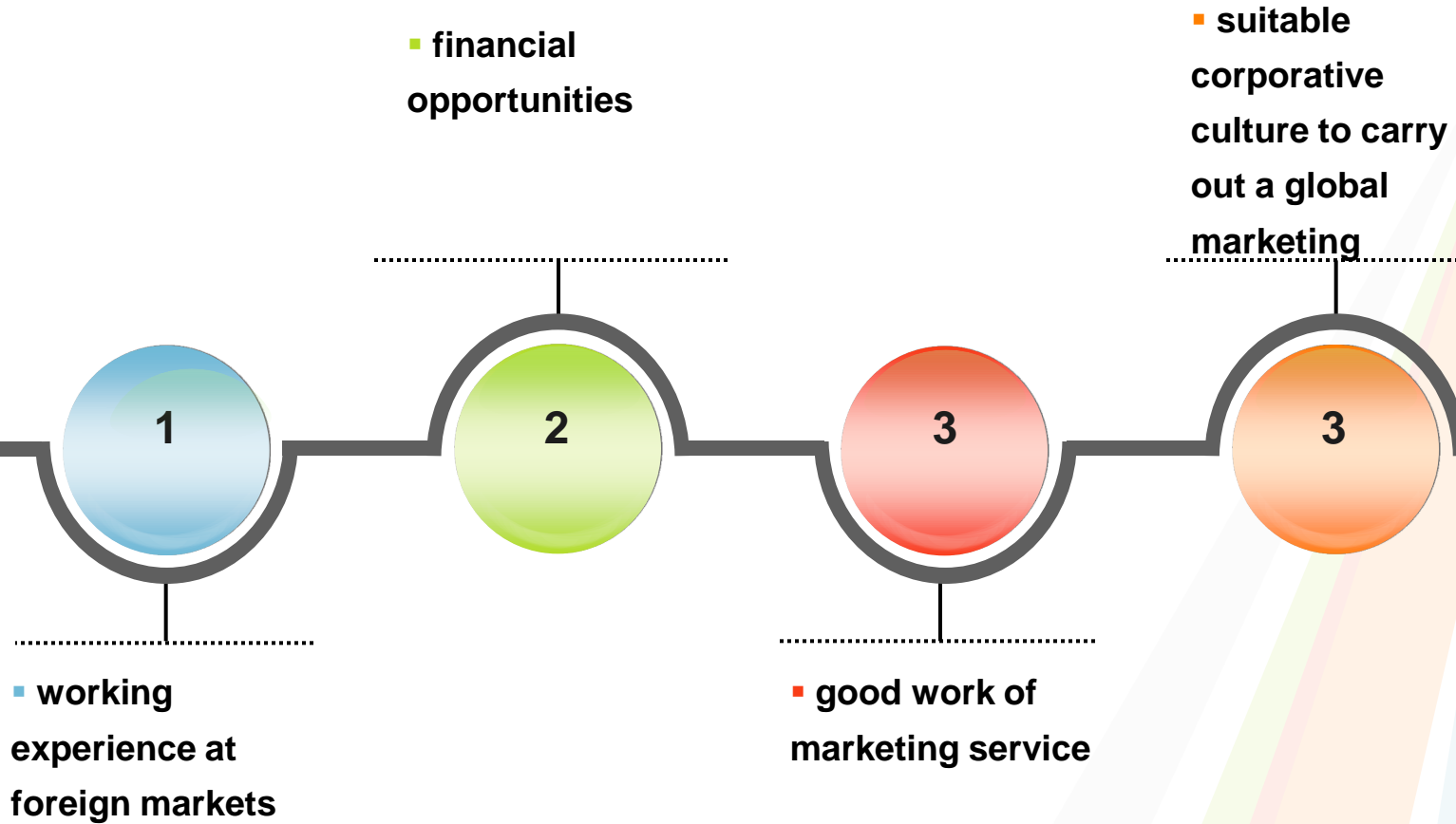
For the goods and services which are result of man's industrial activity which it's easy to standardize on single demands

For the goods which realization is carried out in the countries with unsatisfactory demand and any unadapt goods is bought (for example, there is no instruction in Russian, unadapted electro equipment to the electric nets of a given country, the goods with an unsuitable packing and so on)





A firm must have qualified specialists in the field of international marketing





Transnational marketing

- The properties of multinational and global marketing are combined in transnational one. Goods must be competitive in the world scale but they must be altered and adapted in conformity with the demands of local markets.
- Transnational corporations (TNC) are national monopolies with foreign assets.
- Their industrious activity goes out of limits of one state.
- The largest foreign assets among TNC (besides transnational banks) are English-Nether lands concern «Royal Dutch Shell» and for American corporations: Ford, General Motors, Exxon and IBM



Thank You!

