

Review

INTERNATIONAL MARKETING

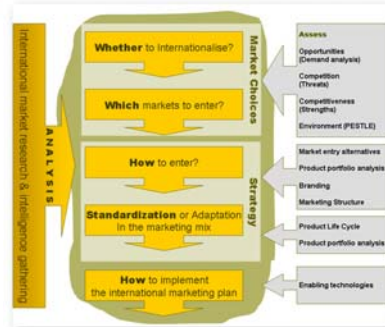
Critically discuss the appropriateness of standardization through the marketing strategy and mix

Outline the principal activities and processes associated with international marketing

Critically evaluate alternatives for the international organization's strategic marketing approach

Identify and describe the main strategic marketing decisions

Specify the key elements of the international marketing mix and discuss how to balance these elements



Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. The key difference between domestic marketing and marketing on an international scale is the multidimensionality and complexity of the many foreign country markets within which a company may operate in. An international manager needs a knowledge and awareness of these complexities and the implications they have for international marketing management. Key factors include: diverse, multicultural, widespread and sometimes fragmented markets with different governments, politics, economics and financial systems; there are also different stakeholders and business rules to contend with and a need for control and coordination across markets.

The international marketing process is concerned with how work is done to create marketing strategies and plans. There are three essential stages in the process: analysis, planning and the development of the marketing programme. Analysis is used to support planning. The organization may analyse its environment to identify opportunities and specific markets to enter and will identify customers and buyer behaviour. The organization uses research to determine if there is demand for its products elsewhere and if there is, seeks to estimate potential market share so that the opportunity can be quantified. Determining opportunity is a complex challenge and requires analysis of end customers needs and buying behaviour, intermediaries, competitors and the industry as well as the wider environment. Given the large number of countries worldwide there is a need to focus attention. The marketing intelligence system is used to gather, process, assess, and make available marketing data and information in a format that allows marketing managers to function more effectively. External and internal analyses are the basis of good strategy formulation.



The Marketing strategy indicates the opportunities to pursue, specific target markets to address, and the types of competitive advantages that are to be developed and exploited when meeting marketing goals. Strategy is concerned with the optimal application of the resources a firm possesses relative to competitors. When marketing their products, firms need to create a successful mix of: the right product, sold at the right price, in the right place and using the most suitable promotion. Marketing mix variables (such as product, Price, place, promotion and people) are specified. The international marketing manager must consider how products, price, promotion and place (channels) are to be managed internationally; in each case arguments are considered for standardization or adaptation in the marketing mix. The marketing mix is the tactical 'toolkit' of the marketing programme; the 4P's are variables that an organisation can control in order to appeal to the target market and facilitate satisfying exchange.

International marketing is evolving as the marketplace becomes increasingly global. It can be argued that many of the changes taking place, such as the greater homogenisation of consumer demand and the increasing speed and intensity of competition have accelerated due to advances in technology. Technology facilitates the collection, analysis and dissemination of information for marketing purposes worldwide. Not only does technology make such processes faster but it also allows achievement at lower cost. Integrated technologies enable the organisation to be both adaptive and responsive.

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Key Terms

INTERNATIONAL MARKETING

marketing processes that cross national borders

BRAND

"a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers "

PRODUCT PORTFOLIO ANALYSIS

a strategic planning tool that takes a product's market growth rate and its relative market share into consideration in determining a marketing strategy

MARKETING MIX

"the tactical 'toolkit' of the marketing programme; product, place/distribution, promotion, price and people variables that an organisation can control in order to appeal to the target market and facilitate satisfying exchange"

SEGMENTATION

"The process of grouping customers in heterogeneous markets into smaller, more similar or homogeneous segments - customers are aggregated into groups with similar needs and buying characteristics "

MARKETING INTELLIGENCE

"Information about buyer needs and competitor activities compiled, analyzed, and/or disseminated in an effort to provide insight and assistance in decision-making "

PRODUCT LIFE CYCLE

"the four major stages through which products move: introduction, growth, maturity and decline "

MARKETING PLAN

"the written arrangements for specifying, implementing and controlling an organisation's marketing activities and marketing mixes "

