

The background features the LIUC logo in a dark blue serif font, with the word "LIUC" on the top line and "Università" on the bottom line. There are four yellow stars scattered in the upper left and top center areas. A white diagonal banner with red text is positioned in the upper right.

*Students' version*

# S 1.1 International Marketing

September 16, 2019

Università

# Contents of the session



1. Prof. Presentation
2. Student elevator pitch (1')
3. Syllabus review and rules
4. International Marketing Concept
5. Global Digital Environment
6. Wrap-up

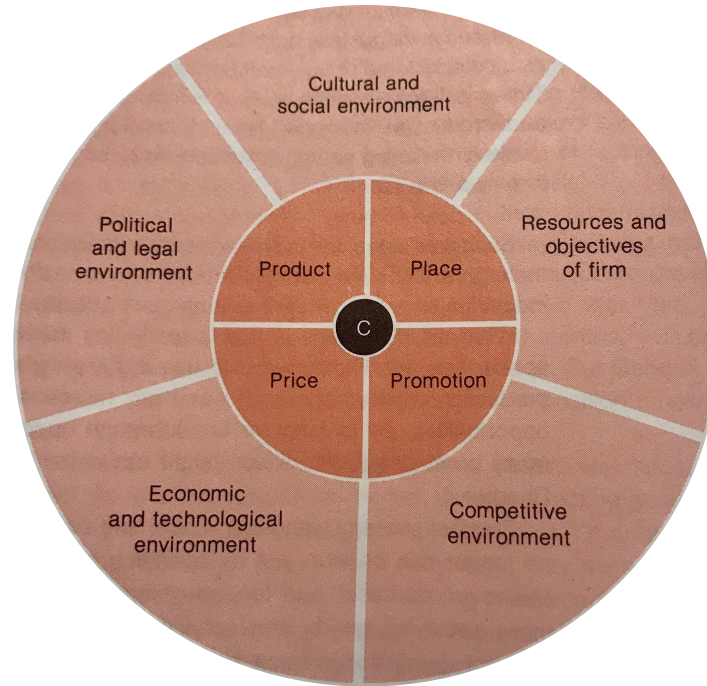
# Learning Objective 1

Understand *what international marketing is* and *how it is influenced* by the cultural, economic and financial environments

A photograph of a soccer referee in a yellow shirt and black shorts, standing on a field. A player in a blue and white uniform is partially visible on the right. The text "Few but clear rules" is overlaid in white.

**Few but  
clear rules**

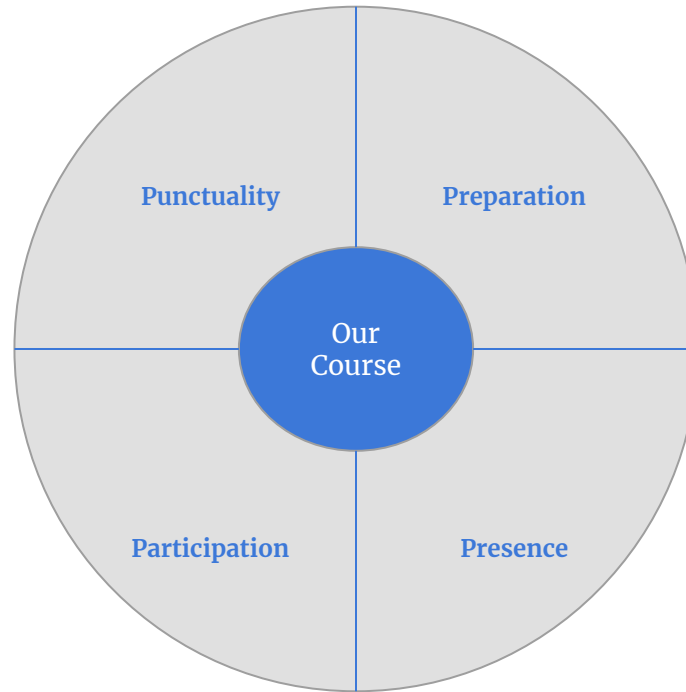
# From Marketing-Mix 4 P's ...



Jerome McCarthy, 1960

From Marketing-Mix 4 P's ...

... to 4 P's of class



# Punctuality

1. We start on time 10:00, 13:00...
2. Eat and drink before class
3. Arrive ready to engage







If you arrive late  
your mates will decide your fate...

# Preparation

1. Take notes and make schemes
2. Deeply go through assignments (10'/session)
3. Review international business news



# Presence

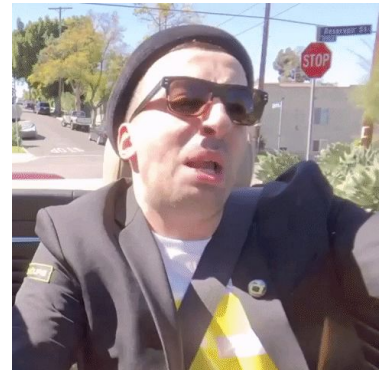
1. No mobile phones\*
2. Computer or tablet inside your bag\*
3. Active attitude and proper in class behaviour

\*We will use them for some specific tasks



# Participation

1. Quality beats quantity
2. Craft your questions before sharing within the class
3. People participating less will get priority
4. Participation is graded on a scale from: 0 (lowest) to 10 (highest)



Open questions always provide more information

## Closed Questions



Objective of Closed Qs:

*To confirm facts, clear-up confusion, or narrow the focus*

## Open Questions



Objective Questions:

*To get facts*



Subjective Questions:

*To get feelings and perspectives*



Speculative Questions:

*To be thought provoking, good for creative potential*

**Closed Q:** Usually start with a verb

**Open Q:** Usually start with a adverb

# Participation

The goal of participation is learning  
and the classroom is a safe environment in  
which to speak and offer opinions

# Participation rubrics

Grade	Criteria
0	Absent
5	Present, not disruptive. Tries to respond when called on but does not offer much Demonstrates very infrequent class involvement
6	Demonstrate adequate preparation by knowing the basic facts but does not show evidence of trying to interpret or analyse them. Sporadic involvement
7 to 8	Demonstrate good preparation: knows the case and reading materials well, has thought through their implications, good contribution in ongoing discussion, questions others in constructive way. Demonstrates consistent ongoing involvement
9 to 10	Demonstrate excellent preparation: know all the materials and offers analysis, synthesis, putting together pieces of discussion to develop new approaches that take further class discussion.

At least one quality participation by session



## **A note on Ethics**

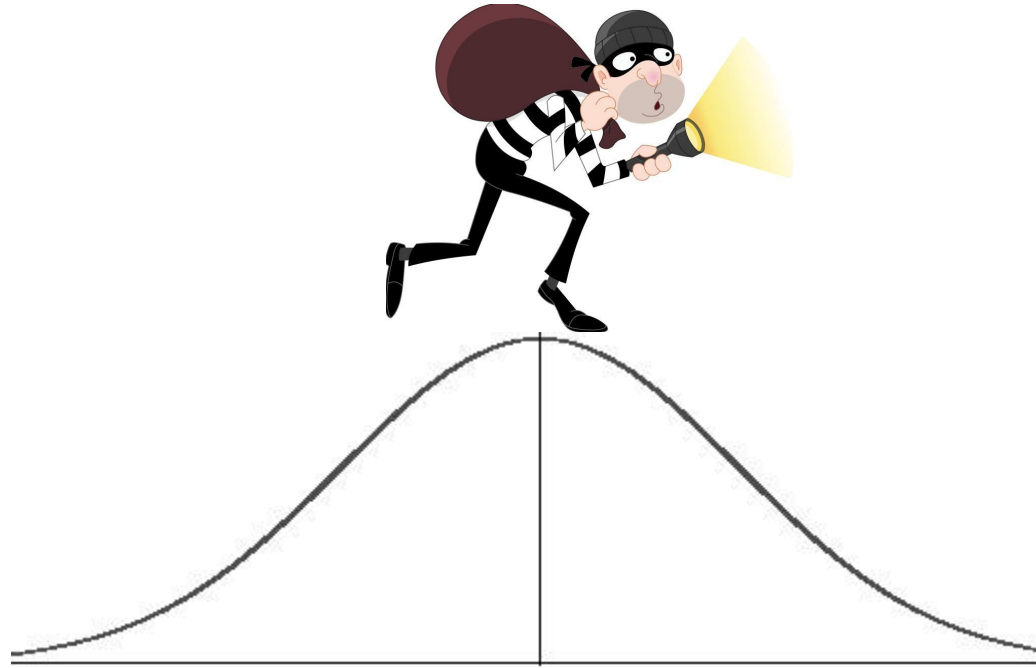


Report

Non - ethical

behaviours that

harm all the class



Cheaters **push all mates** down!

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**Any questions?**

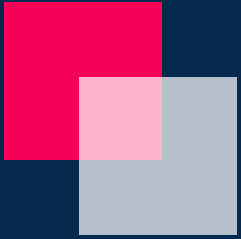
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# What does it make International Marketing Important?

- **Understanding Marketing Big Picture**
- **Companies searching candidates with international marketing skills**
- **Firms becoming increasingly global**
- **Global competence increasing**
- **Managers with global mindset**

The background features a dark blue world map with glowing white and light blue lines and dots, suggesting a global network or digital connectivity. The text "International Marketing Course" is centered over the map in a large, white, sans-serif font.

# International Marketing Course



# 1. What is International Marketing?

# 1. International Marketing: looking back



 *Greek and Phoenician Colonies and Trade. The Western Mediterranean was first colonized by Phoenicians and Greeks who together controlled trade throughout the region.* <https://www.ancient.eu/phoenicia/>



# 1. International Marketing: looking back



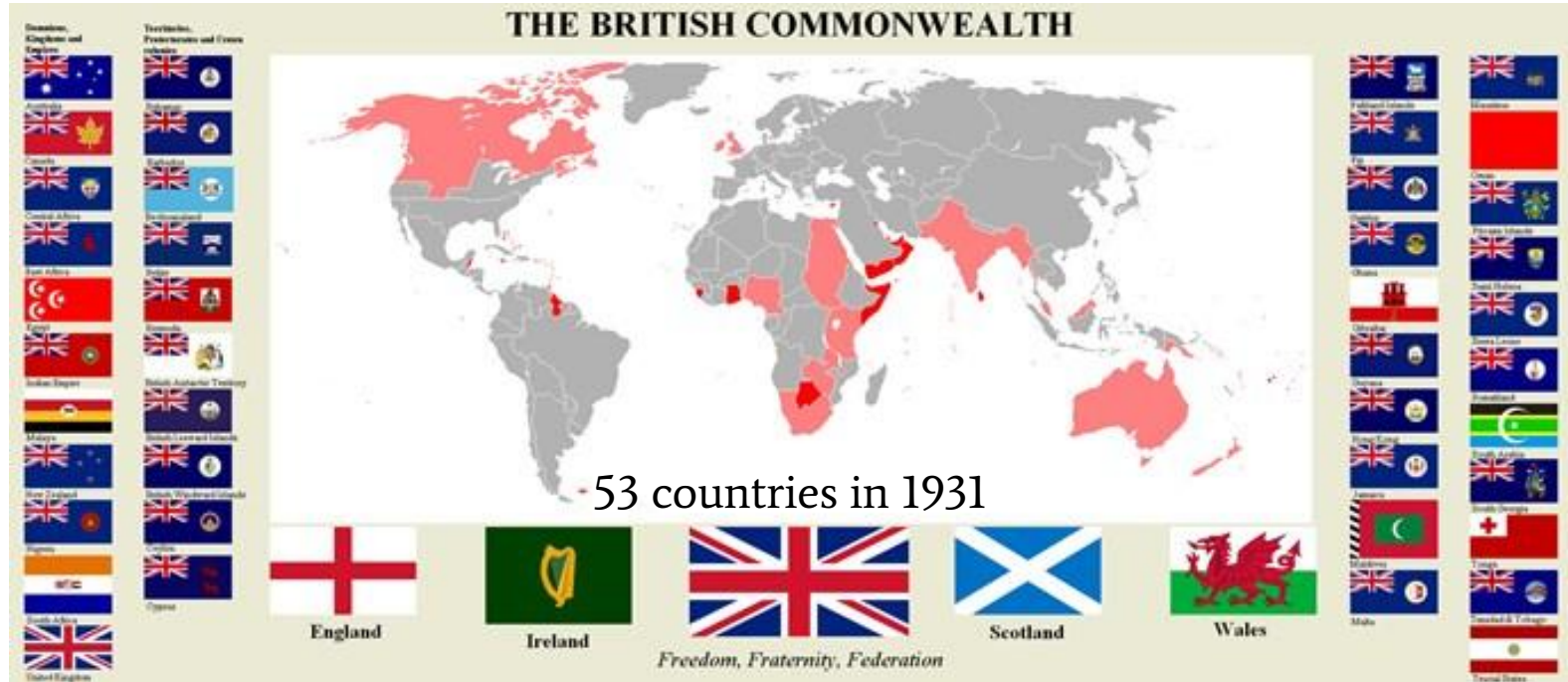
# 1. International Marketing: looking back



# 1. International Marketing: looking back



# 1. International Marketing: looking back



# 1. International Marketing: when does it start?



From the moment of the Communist takeover of China in 1948 until Nixon's meeting with Mao in 1972, China was considered by the United States to be a dangerous enemy.

# 1. International Marketing: when does it start?

Henry Kissinger was the strategist that unfroze diplomatic relationships between China and US.

The U.S. market was opened to China's inexpensive, consumer-oriented exports while China's production centers were opened to offshored U.S. factories, technologies, and jobs.

The result has been steady rapid growth of the Chinese economy and stagnation of the U.S. economy along with a dramatic and ongoing shift in the global balance of power away from the United States.

Surely this was not what Kissinger intended when he set out for his first meetings in Beijing. So was the Opening a success or not?

Well to paraphrase Zhou En Lai's comment when asked how he felt about the French Revolution, "it's just too early to tell."

# 1. International Marketing: when does it start?



Henry Kissinger, US Secretary of State from 1973-1977

Prof. Antonio González Ph.D.

# 1. International Marketing: crafting the concept

“The global competitor will seek to standardize its offer everywhere”

“The idea of globalisation encouraged global companies and brands to sell uniform products and services the same way in every market worldwide”

“The rationale for this global approach to international marketing was to take advantage of economies of scale to increase cost efficiency through the assistance of the powerful force of technology”

Theodore Levitt, 1983



# 1. International Marketing: crafting the concept

“Marketing strategists and researchers in the field of marketing have documented the philosophy of “globalisation” of markets or “global” marketing or “global” marketing strategy to have been started by Theodore Levitt, a Harvard Business School Professor, through his landmark article, “The globalisation of markets,” published in the May/June 1983 edition of the Harvard Business Review”

Jeannet & Hennessey, 2004

# 1. International Marketing: definition

“The process of focusing the resources and objectives of an organization on global market opportunities”

Warren J. Keegan, 1989

“It is performance of business activities that direct the flow of a company’s goods and services to consumers and users in more than one nation for a profit”

Philip Cateora, 1999

# 1. International Marketing: development

## Domestic Marketing

Marketing activities take place in one single country or market, even serving different segments but within a domestic country approach

## Export Marketing

Covers all marketing activities involved when a firm markets its products outside its domestic base of operation and goods are physically shipped from one country to another

Jeannet & Hennessey, 2004

# 1. International Marketing: development

## International Marketing

Firms go beyond exporting and get directly involved in a given market, likely to have its own sales affiliates and developing entire marketing strategies; understanding different environments where they operate

## Multinational Marketing

It comes as the result of international development and the company operates in various countries, leading to the creation of many domestic strategies whereby a multinational firm competes with many strategies tailor-made to local markets.

# 1. International Marketing: development

## Pan regional Marketing

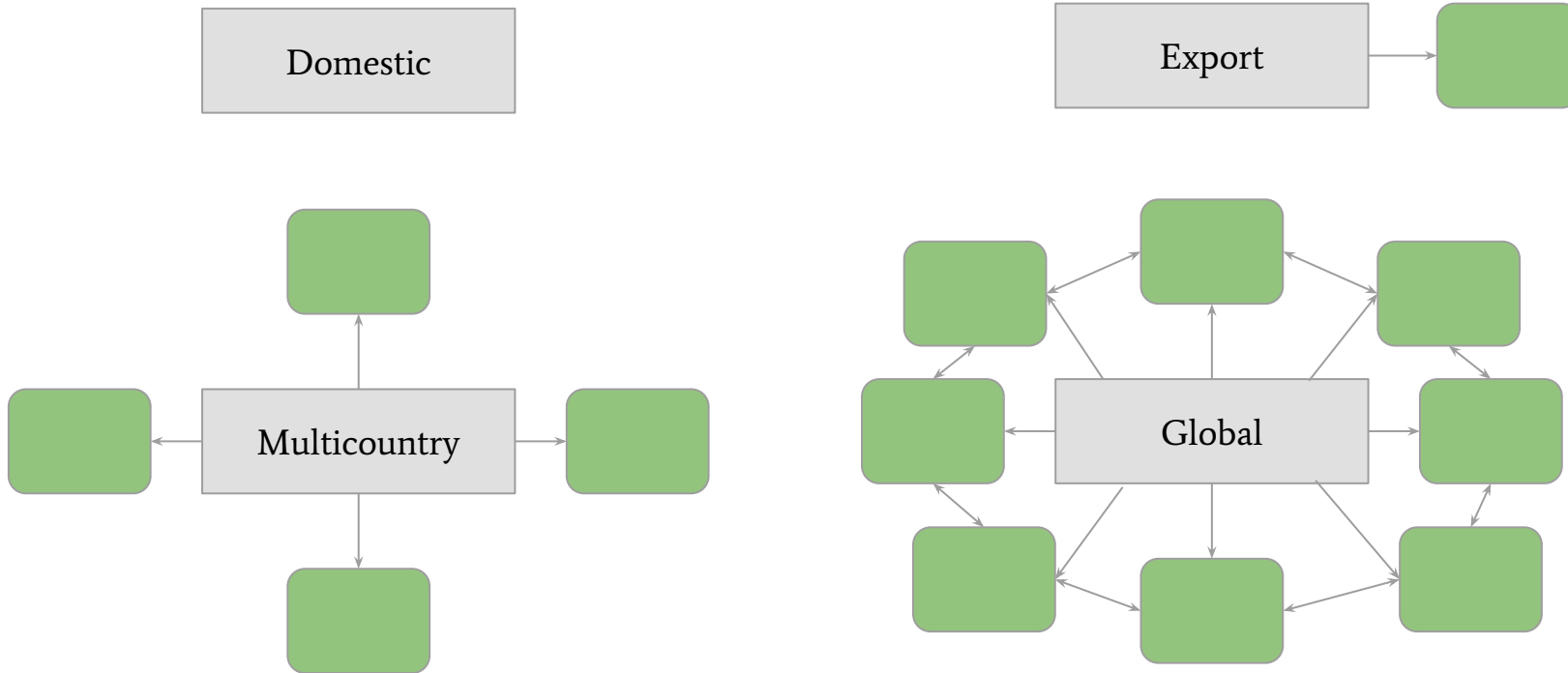
Due to diseconomies of scale of individualized marketing strategies, companies have begun to emphasize strategies (and factories) for larger regions, within numerous markets thanks to regional and economic integration (EU, NAFTA, Mercosur, ...)

## Global Marketing

Involves the creation of a single strategy for a product. It encompasses many countries simultaneously and is aimed at commonalities across many markets.

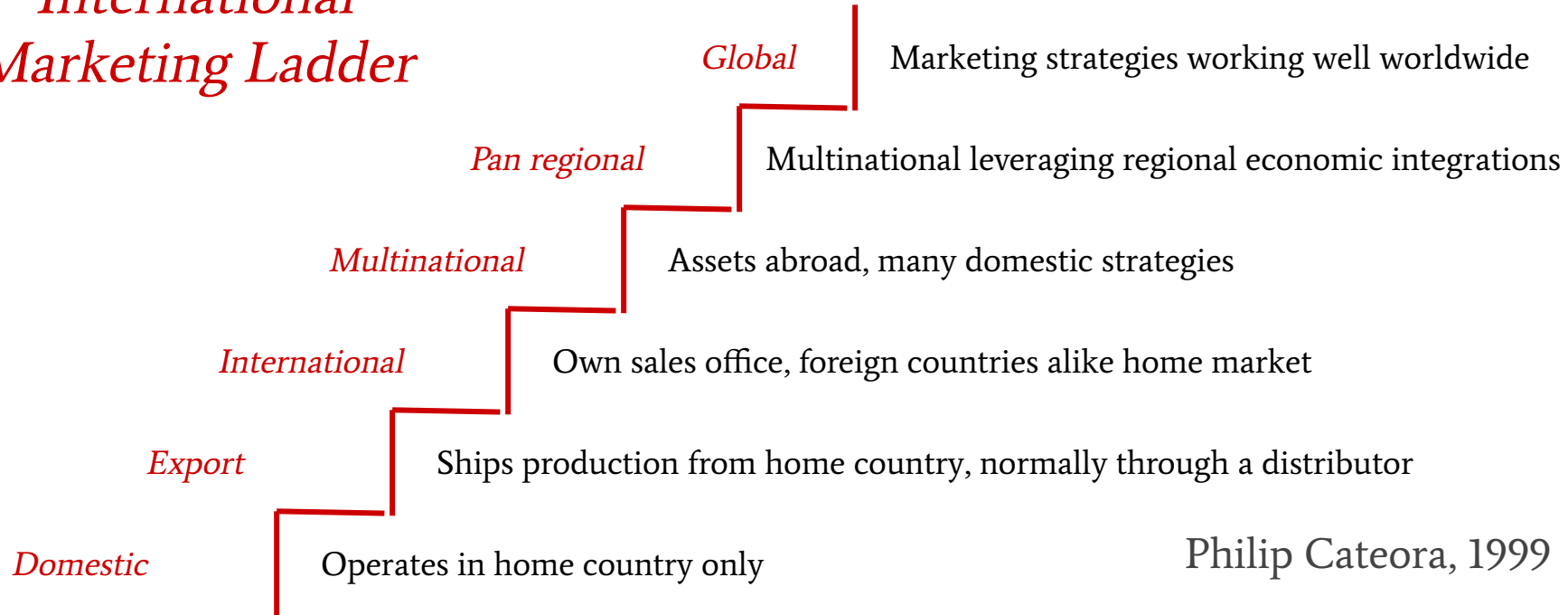
Rather than tailor a strategy perfectly to an individual markets, it settles one general strategy that can be applied worldwide with few local adaptation

# 1. International Marketing: development



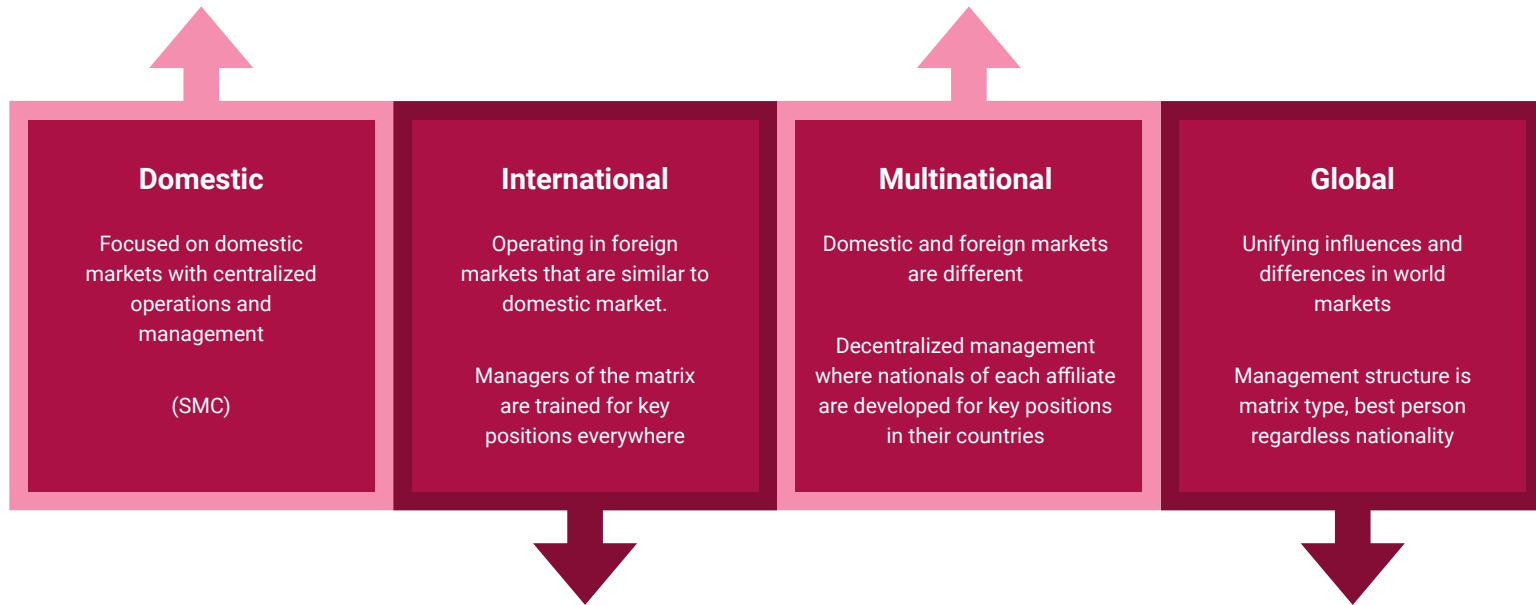
# 1. International Marketing: development

## *International Marketing Ladder*



Philip Cateora, 1999

## 2. 4 Stages of Corporate Development



Warren J. Keegan, 1989



# 2. 4 Stages of Corporate Development



### 3. Reasons for International Marketing?

**How can you manage your business  
without foreign competition? Or  
without foreign customers?**



## Italia-Cina, dalla Via della Seta agli accordi commerciali: ecco le intese

19 quelle istituzionali, 10 di business

Redazione ANSA

23 marzo 2019  
13:53  
NEWS

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## *Lukoil looks at stake in Spanish oil company*

OCT. 21, 2008

**MADRID** — Lukoil, the Russian oil company, might buy a 30 percent stake in Repsol, the largest Spanish oil company, to expand in the Mediterranean.

Shares of Repsol rose 2.28 percent Friday to close at €13.91 in Madrid after Criteria Caixacorp said it and Sacyr Vallehermoso might sell Lukoil a holding of as much as 30 percent.

Based on Thursday's share price, the stake would be valued at €5 billion, or \$6.3 billion. Lukoil, the largest oil company in Russia that is not owned by the government, declined to comment. Lukoil fell 5.8 percent to 777 rubles, or \$28.20, on the Micex stock exchange.




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  - Computer & Office
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  - Cyclone Dust Bucket/Dust Bo
  - Dust Box
  - Cyclone Dust Bucket
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Scan or click to download

All Categories > "industrial vacuum cleaner" (978 Results)

Price: min - max Ship from  SALE Vi

Sort by: **Best Match** Orders Newest Price



FILTER Cyclone-Vacuum-Cleaner D...  
**US \$17.81 - 18.82**  
 SALE US \$17.31 - 18.29  
 Shipping: US \$3.16  
 ★ 5.0 12 Sold  
 Appliances Dropshipping Store



Vacuum-Cleaner FILTER Cyclone D...  
**US \$18.04**  
 Shipping: US \$3.26  
 ★ 4.9 51 Sold  
 U Lifestyle Store



Ingredient para tus Recíbelos

prime



Hola Antonio  
Cliente desde 2011

Te recomendamos



Mis pedidos



Hogar y cocina



Móviles y telefonía



Fotografía y videocámaras

¿Nada en la nevera?



Recibe tu compra semanal en la franja de 2 horas que elijas

Entra ya

CITRON

Calibre Catégorie

Origine

ESPAGNE

ORANGE FILLET

2KG

Origine :

Origine

ESPAGNE

CITRON JAUNE

Variété: Eureka

Origine: Argentine - Cal 4/5 -Cat 1

Poids net: 500g H12

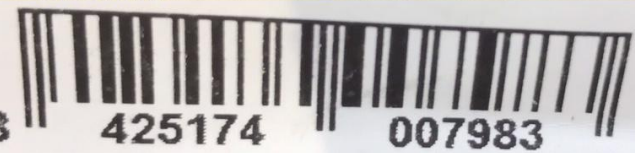
Traitements: Imazail,

Orthophenilphenol

Conditionné pour Beva Fruits

94576 Rungis par Condiprim

50114 Steenvoorde



ORANGE VALENCIA

origine : AFRIQUE DU SUD

CAT 1 CAL 6-7 (67/80mm)

2 kg



En la imagen, Paco Sorolla, un agricultor de Castellón afectado por la crisis de las naranjas

REPORTAJES

# Las naranjas sudafricanas se comen a las valencianas: la ruina de 400 millones perdidos

### 3. Reasons for International Marketing?



## Growth & Survival



### 3. Reasons for International Marketing?

# Growth & Survival

- Economies of Scale
- First mover advantage
- Boost profits
- Market share
- Ego of the executives
- (...)

# What Factors are stopping Global Marketing Strategies?

# 4. Factors Limiting Standardization and Global Strategies

01	Market Characteristics	<ul style="list-style-type: none"> <li>• Permanent differences like:               <ul style="list-style-type: none"> <li>◦ Infrastructure</li> <li>◦ Economic and cultural factors</li> <li>◦ Climatic and topographic features</li> </ul> </li> </ul>
02	Industry Conditions	<ul style="list-style-type: none"> <li>• Product in different stages of their life cycle in different national markets</li> <li>• Resources and capabilities (workforce ie)</li> </ul>
03	Marketing Infrastructure	<ul style="list-style-type: none"> <li>• Channel partners: distributors, retailers, wholesalers,</li> <li>• Consultants and collaborators</li> <li>• Ad agencies</li> </ul>
04	Legal and Regulatory Environment	<ul style="list-style-type: none"> <li>• Different countries require different practises in product design, warranty, after-sale, competitive practises, employment, ad content ...</li> </ul>

Buzzell, R. D., & Marketing Science Institute. (1968). *Can you standardize multinational marketing?*. Boston: Reprint Service, Harvard Business Review.

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