



**Module:** English

**Branch:** Marketing

**Level:** Third year Bachelor

## Lecture 02: International Marketing

### Learning Objectives

After teaching this Lecture the Students should be able to:

- *Understand the Scope and Significance of International Marketing*
- *Identify The importance of international marketing*
- *Distinguish between international and domestic marketing International*
- *Illuminate the international marketing Environment*

The Lecture is about to know the Electronic marketing and with applying it, new technologies and facilities is the newest way to attract new customers. This Lecture tried to explain an overview of traditional marketing and E- marketing with their advantages and disadvantages.

### 1- Defining the International Marketing

International Marketing is that the marketing activities take place in more than one country. It is the performance of business activities that direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

### 2-Difference between Domestic and International Marketing:

Basis	Domestic Marketing	International Marketing
Definition	"It is concerned with the marketing practises within the researchers or Marketers home country (domestic market)."	"It is the performance of business activities designed to plan, price, promote and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit."
Role of Politics	Political factors are of minor importance.	Political factors play a vital role
Languages & Cultures	One language and culture.	Many languages and difference in cultures.
Financial Climate	Uniform financial climate.	Variety of financial climate.
Risk Involved	Normal risk is involved	Higher risks of different nature are involved.

Control of Marketing Activities	Control of marketing activities is easy as compared to international activities.	Control of marketing activities is difficult because of different factors like – regional, cultural, political, etc.
Payment	Minimum payment and credit risks.	Considerable payment and credit risks.
Familiarity	Well familiarity with domestic market.	Lack of Familiarity with foreign markets, research becomes essential.
Knowledge Requirement	Management knowledge is required.	Specific management knowledge and competence is required
Product Mix	Product mix is decided keeping in view the satisfaction and more sales.	Product mix is decided according to foreign market
Product Planning and Development	Product planning and development according to domestic market	Product planning and development according to foreign market
Focus	Focus of interest is on general information.	Focus of interest is on strategic emphasis.
Market Aspect	Market is much more homogeneous and different segments.	Different or diverse markets fragmented in nature

### **3-Importance of International Marketing:**

#### **Importance from the consumer's point of view:**

- Consumption of unpronounced goods
- Consumption of goods at a low price
- Enjoying benefits of competition
- Consumption of new products

#### **Importance from the producer's point of view:**

- Export of surplus production
- Expansion of market in foreign countries
- Production of goods at a low cost
- Increase in production
- More profitable
- Reduce business risk
- Reduce cost

#### **Importance from economic point of view:**

- Increases total production
- Increases export earnings
- Challenging natural calamities
- knowledge and cultural progress
- Increases international peace and assistantship
- Extension of industry
- Export of unusual goods
- Optimum utilization of natural resources
- Progress in technological knowledge

- Image development.
- Increase in consumption

#### **4-International Marketing Environment :**

##### **-Social and cultural environment:**

Understanding local culture around the world is becoming one of the most profitable ways of marketing products and services

##### **- The political environment:**

Checks can be made on the legal/political system as to its ideology, nationalism, stability and international relations.

##### **- The legal environment**

As indicated in the introduction to this section, the international legal framework is somewhat confused. Most controls or regulations revolve around export and import controls, transfer pricing, taxes, regulation of corrupt practices, embargoed nations, antitrust, expropriation and distribution of equity, patents and trademarks.

##### **- Technological environment:**

The increasing computing and processing capabilities of personal computers is enhancing the efficiency and effectiveness of businesses. Advances in information technology has made it possible to plan truly global supply chains, in which manufacturing and warehousing are distributed throughout the world depending on where these activities can be performed best. Companies will be able to make better products at lower cost, and will be able to distribute them economically when supply chains become global. An economy's ability to generate wealth will be largely dependent on the speed and effectiveness with which they invent and adopt machines that improve their productivity.