# International Marketing




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# Objectives

**General Objective**

Students will be able to analyze and design international marketing strategies in different global environments.

**Specific Objectives**

At the end of this course, students will be able to:

1. Define international marketing and its characteristics
2. Distinguish between domestic and international marketing
3. Explain globalization and internationalization processes
4. Identify motivations for international expansion
5. Analyze macro-environment using PESTEL framework
6. Evaluate cultural and social influences on consumer behavior
7. Assess country risk and market attractiveness
8. Apply theoretical knowledge to real-world case studies

# Introduction

**Course Information**

**Faculty**: Commercial Sciences

**University**: Ferhat Abbas University Sétif 1

**Department**: Commercial Sciences

**Program**: Marketing

**Module**: International Marketing

**Type**: Core Module

**Semester**: S1 / S2 (adaptable)

**Target Audience**: 3rd Year Bachelor / Master 1

**Credits**: 5

**Coefficient**: 2

**Total Hours**: 42 hours

**Schedule**: Weekly session (Lecture + Tutorial)

**Instructor Information:**

Dr. Anouar BOUIMA

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Availability: By appointment / email within 48 hours

**Assessment Methods**

Evaluation is based on:

Final Exam (written): covers all course content

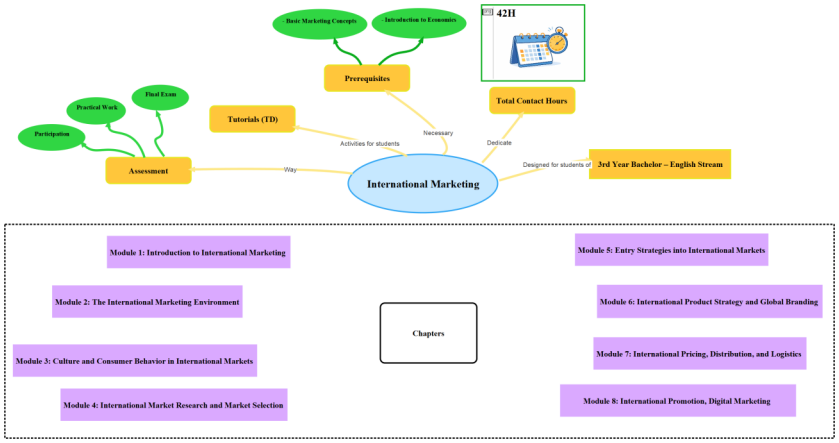
Continuous Assessment (TD):

Case studies

Exercises

Participation

✔ Passing grade: ≥ 10/20


Basic Marketing Concepts
Introduction to Economics
Prerequisites
42H
Total Contact Hours
Practical Work
Final Exam
Participation
Tutorials (TD)
Activities for students
Necessary
Dedicate
Assessment
Way
International Marketing
Designed for students of
3rd Year Bachelor – English Stream
Module 1: Introduction to International Marketing
Module 2: The International Marketing Environment
Module 3: Culture and Consumer Behavior in International Markets
Module 4: International Market Research and Market Selection
Chapters
Module 5: Entry Strategies into International Markets
Module 6: International Product Strategy and Global Branding
Module 7: International Pricing, Distribution, and Logistics
Module 8: International Promotion, Digital Marketing

*Mental Card*

# Introduction to International Marketing

I

## 1. Definition of International Marketing

### *Definition*

International marketing is the **process of planning** and **executing marketing activities** in more than one country.

It involves coordinating product, price, promotion, and distribution decisions across national borders.

Marketing is a universal activity; however, markets differ across countries in terms of culture, economic conditions, legal systems, and consumer behavior.

International marketing is **not limited to exporting products**. It often **requires adapting marketing strategies** to local market conditions

### *Fundamental*

International marketing is based on a key principle:

Markets are heterogeneous, not homogeneous.

This means:

- Consumers differ across countries
- Cultural norms influence behavior
- Legal and economic environments vary

Therefore, companies must adapt marketing strategies rather than simply replicate domestic strategies internationally

### *Method*

How to approach international marketing

1. **Step 1**: Analyze foreign market environment
2. **Step 2**: Identify cultural and consumer differences
3. **Step 3**: Evaluate risks (political, economic, legal)
4. **Step 4**: Decide between standardization vs adaptation
5. **Step 5**: Design international marketing strategy

*Example*

A company entering a foreign market cannot assume that consumer behavior is identical.

For instance:

- A product **successful** in Europe may **fail** in Asia
- Advertising messages may require cultural adaptation

This highlights the need for market-specific strategies

## 2. Exercice

International marketing involves

- One country
- Multiple countries
- Only exports

## 3. Domestic Marketing vs International Marketing

*Definition*

**Domestic marketing** refers to marketing activities conducted within a **single country**, where firms operate under:

- one culture
- one legal system
- one political system
- one currency

In contrast, international marketing involves operating across multiple countries with different environments

*Fundamental*

International marketing is more complex because firms face:

- multiple environments
- higher uncertainty
- greater risk

A strategy that **works in one country may fail in another**

### *Extra*

**Domestic Marketing vs International Marketing**

| Dimension | Domestic Marketing | International Marketing |
|---|---|---|
| Market scope | One country | **Multiple countries** |
| Environment | Stable | **Complex** |
| Risk | Low | **High** |
| Strategy | Standardized | **Adapted** |

### *Example*

A product accepted in one country may be rejected in another.

*Example:*

In some countries certain foods are culturally accepted, while in others they are not.

Companies must adapt product offerings accordingly

### *Method*

Standardization vs Adaptation

Companies must decide:

- What to **standardize** (brand, core product)
- What to **adapt** (communication, packaging, pricing)

## 4. Exercice

Why is international marketing more complex?

- ○ Cultural differences
- ○ Legal differences
- ○ Economic differences
- ○ All

## 5. Globalization and Internationalization

### *Definition: Globalization*

Globalization refers to the increasing integration of global markets, economies, and cultures.

It is driven by:

- technological development
- improved transportation
- global communication systems

*Fundamental*

Globalization creates:

- **Opportunities** (new markets, growth)
- **Challenges** (competition, complexity)

*Definition: Internationalization*

Internationalization is the process by which a firm expands its operations beyond its domestic market.

It is a strategic decision made by firms

*Method*

Stages of Internationalization:

1. Domestic operations
2. Exporting
3. Licensing / Joint ventures
4. Foreign direct investment
5. Global operations

*Note*

Marketing becomes **international** when **the firm operates beyond national borders**

# 6. Reasons for International Market Expansion

*Fundamental*

Companies expand internationally for several strategic reasons:

- Market growth
- Profit opportunities
- Cost advantages
- Competitive pressure
- Risk diversification

*Example*

Many multinational companies expand internationally to:

- increase sales
- reduce production costs
- improve competitiveness

### *Method:Decision framework for expansion*

Companies evaluate:

- Market potential
- Cost structure
- Competitive environment
- Risk level

## 7. Risks and Challenges of International Marketing

### *Fundamental*

Despite its advantages, international marketing involves **significant challenges**.

### *Definition*

Types of risks

1. Cultural risks: Differences in language, values, and habits
2. Legal and political risks: Regulations, instability, government policies
3. Economic risks: Exchange rates, inflation, purchasing power
4. Managerial risks: Complex coordination and logistics




### *Method*

Risk analysis approach:

1. Identify risk factors
2. Evaluate impact

3. Develop mitigation strategies
4. Monitor continuously

# 8. Case Study

Exercice

**Sony – From Domestic Firm to Global Brand**

Sony transformed from a local Japanese company into a global brand.

- Key success factors:
- Investment in innovation
- Strong global branding
- Adaptation to local markets

Sony demonstrates that:

**consumer needs differ across countries**

**global success requires local adaptation**

Explain how Sony balanced global strategy and local adaptation ?