

Theme. The scope and challenge of international marketing

Task 1. Match the term with the best definition:

1. Domestic marketing
 2. International marketing
 3. Global marketing
- A. One-country focus with local laws/culture
B. Multiple countries with separate strategies per country
C. Worldwide with a unified strategy and consistent brand image

Task 2

In your opinion, why is international marketing not only exporting? Give 2 reasons.

What are the main directions of international marketing activities (list at least 5)?

Explain the question: "Which foreign market should we enter?" What factors should be analyzed?

What does product adaptation mean in international marketing? Give one example.

What is the purpose of marketing communications adaptation?

Explain the principle of focus in international marketing in your own words.

Task 3

Choose one correct answer (A–D):

1. International marketing is best described as:
 - A) Selling only via export agents
 - B) Marketing activity in more than one country with coordinated planning
 - C) Selling the same product everywhere with no changes
 - D) Only digital marketing abroad
2. Global marketing typically uses:
 - A) A different logo per country
 - B) A unified strategy worldwide with minor local differences
 - C) Only franchising
 - D) Only local advertising agencies
3. Market selection analysis usually includes:
 - A) Market size, income, culture, laws, competition
 - B) Only product design trends
 - C) Only exchange rates
 - D) Only social media activity
4. Entry strategies include all EXCEPT:
 - A) Exporting
 - B) Licensing/franchising
 - C) Joint ventures
 - D) Domestic-only retailing
5. Product adaptation is often necessary because:
 - A) It lowers all costs automatically
 - B) Local culture and preferences can reject the product
 - C) Laws never matter
 - D) Customers prefer foreign language packaging

6. Distribution channel decisions answer:
 - A) Who is our competitor?
 - B) What is our final price?
 - C) How will the product reach the final customer?
 - D) What is our company mission?
7. The value equation principle suggests customer value can be increased by:
 - A) Increasing price and reducing benefits
 - B) Improving benefits, reducing price, or both
 - C) Only branding
 - D) Only logistics
8. Competitive advantage can come from:
 - A) Product, price, promotion, or distribution
 - B) Only product features
 - C) Only low price
 - D) Only advertising
9. “No Direct Foreign Marketing” means:
 - A) The firm exports regularly
 - B) The firm actively targets foreign markets
 - C) Products may reach foreign markets indirectly (unsolicited orders/intermediaries)
 - D) The firm owns factories abroad
10. In the Pampers Japan example, the key issue was:
 - A) Price was too low
 - B) The stork symbol was culturally unclear and caused confusion
 - C) Distribution was too strong
 - D) There was no competition

Task 4 - Case Study

(Culture & Adaptation): Pampers in Japan

Case prompt

Pampers used a Western symbol (stork bringing babies) in Japan, but Japanese consumers did not share this cultural narrative and felt confused.

Student tasks

1. Identify the problem in one sentence.
2. Explain why the strategy failed using the concept of adaptation.
3. Propose 3 packaging/communication changes suitable for Japan.
4. Suggest 1 research method Pampers should have used before launch (e.g., focus groups).
5. Which principle does this case illustrate most: customer value, competitive advantage, or focus? Justify.