



MASARYKOVA UNIVERZITA

International marketing

Chapter 15

International marketing

- ***International marketing*** can be defined as the application of marketing strategies, planning and activities to external or foreign markets. International marketing is of consequence to firms which operate in countries and territories other than their home country, or the country in which they are registered in and have their head office.

Foreign markets

- Numerous regional trading blocks have emerged, as a means of encouraging and easing closer economic ties between neighbouring countries. Common examples of such blocks include the European Union, the North American Free Trade Agreement (NAFTA) and the Association of South East Asian Nations (ASEAN).

Regional trading blocks

- Regional economic blocks often permit free (and thus less inhibited/restricted) trade between member nation-states. As such, a British firm would find trading in Germany less problematic (and vice versa, as both the United Kingdom and Germany are both EU member states), by comparison with a British firm trading with Mexico or Thailand.

Restrictions/regulations on trade

- The EU may place regulations on the packaging, labelling and distribution of a product.

The factors influencing international marketing

culture,
political and legal factors,
country's level of economic development,

Political and legal factors

- Government attitude to business
- The level of governmental regulations, red-tape and bureaucracy
- Monetary regulations
- Political stability

- Developing economy
Newly-Industrialised country
Industrialised country (also known as a developed country, advanced economy or first world economy)

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ