

International Marketing

Class 4

September 24, 2025

Contents


- I. Process of Marketing Management (cases)
- II. Presentation by Team (Example of Marketing Management)
- III. Difference between Local Marketing and International Marketing
- IV. Review and Q&A

I. Process of Marketing Management (cases: Apple Watch)



1. Market Analysis (Analyzing Market Opportunities)




Apple continuously researches global consumer trends (e.g., demand for sustainability, privacy concerns, premium design). 

- Example: Before launching the Apple Watch, Apple identified growing interest in wearable health tech and fitness tracking.
- They also analyzed competitors like Fitbit and Samsung, positioning the Watch as not just a gadget but a luxury + health lifestyle device.



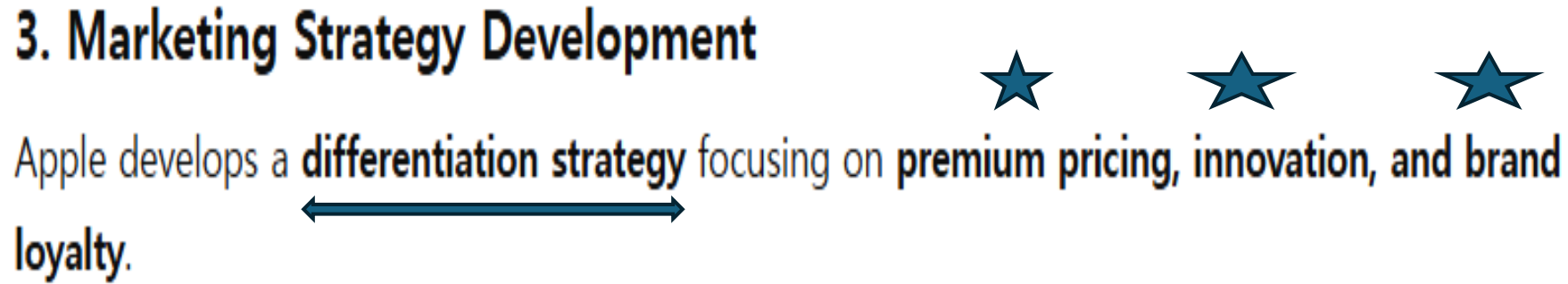
2. Targeting & Segmentation (Selecting Target Markets)

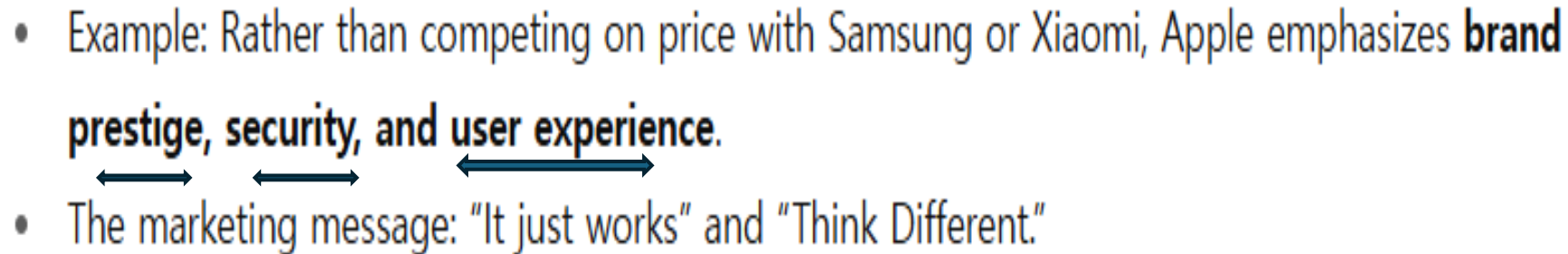
Apple segments by [★]income, [★]lifestyle, and [★]ecosystem preference.

- Target: -income consumers who value design, status, and seamless integration.
- Example: Apple Watch ads target fitness-conscious millennials, while iPhones target both professionals and youth who value social status and tech innovation.

3. Marketing Strategy Development

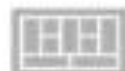
Apple develops a **differentiation strategy** focusing on **premium pricing**, **innovation**, and **brand loyalty**.



- Example: Rather than competing on price with Samsung or Xiaomi, Apple emphasizes **brand prestige**, **security**, and **user experience**.
 - The marketing message: "It just works" and "Think Different."
- 

Who is Apple Target Audience?


WHO IS APPLE TARGET AUDIENCE?





4. Marketing Mix Decisions (4Ps)

Apple carefully manages the **Product, Price, Place, Promotion**:


- 
- **Product:** High-quality design, ecosystem integration (iPhone + Mac + AirPods + Watch).
 - **Price:** Premium pricing strategy, creating perception of exclusivity.
 - **Place:** Selective distribution—Apple Stores, online store, premium authorized retailers.
 - **Promotion:** Iconic campaigns like "Shot on iPhone" (user-generated content to highlight camera quality).








5. Implementation (Executing Strategy)

Apple ensures consistent execution globally:

- 
- Stores worldwide look identical, creating a unified brand experience.
 - Ad campaigns run across all markets but tailored subtly (e.g., local influencers in China, K-Pop collaboration in Korea).
 - Supply chain optimized for global launches—new iPhone available simultaneously in multiple countries.


6. Control & Feedback (Measuring and Adjusting)

Apple monitors **sales data, customer satisfaction, and market response**.

- 
- Example: After initial feedback, Apple adjusted iPhone storage models (eliminating 16GB, starting at higher storage).
 - Customer complaints about durability or battery life led to improvements in later generations.
 - Marketing ROI is tracked—if a campaign underperforms, Apple quickly shifts channels (e.g., more focus on digital ads in recent years).
- 
- 

II. Presentation by team

III. Difference between Local Marketing and International Marketing

- 
- **Local marketing management:** Best for firms operating in a single cultural and regulatory environment. Efficiency comes from focusing resources on a familiar market.
 - **International marketing management:** Requires **standardization + adaptation**. Firms must maintain a consistent global brand while respecting diverse local consumer behaviors.

Local vs. International Marketing Management

1. Key Differences

Aspect	Local Marketing Management	International Marketing Management
Market Scope	Focuses on a single domestic market	
Customer Needs	Relatively homogeneous cultural, social, and legal environment	
Competition	Competitors are mainly domestic firms	
Strategy	Emphasizes local preferences, language, and culture	
Challenges	Distribution efficiency, local pricing, customer loyalty	

Local vs. International Marketing Management

1. Key Differences

Aspect	Local Marketing Management	International Marketing Management
Market Scope	Focuses on a single domestic market	Operates across multiple countries/regions
Customer Needs	Relatively homogeneous cultural, social, and legal environment	Highly heterogeneous—must adapt to diverse cultural, social, economic, and legal conditions
Competition	Competitors are mainly domestic firms	Global competitors with diverse strategies
Strategy	Emphasizes local preferences, language, and culture	Balances global brand consistency with local adaptation (glocalization)
Challenges	Distribution efficiency, local pricing, customer loyalty	Exchange rates, cross-border supply chains, cultural adaptation, regulatory compliance

2. Real Case of Local Marketing Management

Case: Paris Baguette (Korea)

- **Market Context:** Operates as a bakery café chain mainly in Korea.
- **Local Focus:**
 - Product strategy: Offers breads, cakes, and snacks tailored to Korean taste (sweet red-bean breads, rice-based cakes).
 - Promotion: Uses local celebrities in TV ads and emphasizes “family-friendly” image.
 - Pricing: Adjusted to Korean middle-class purchasing power.
- **Key Point:** Paris Baguette succeeds by **deeply understanding domestic tastes and habits**—marketing is localized and resonates with a relatively uniform culture.

3. Real Case of International Marketing Management

Case: McDonald's (Global)

- **Market Context:** Operates in more than 100 countries.
- **International Focus:**
 - Product adaptation:
 - India: McAlloo Tikki (potato burger, no beef).
 - Korea: Bulgogi Burger tailored to local palate.
 - Middle East: Halal-certified menu.
 - Promotion: Standard global branding (*"I'm Lovin' It"*), but local ads use different languages, celebrities, and cultural references.
 - Pricing: Adjusted to local economic conditions—e.g., value meals in developing markets vs. premium positioning in developed markets.
- **Key Point:** McDonald's balances **global consistency with local adaptation**, ensuring both brand identity and local acceptance.

IV. Review and Q&A