

International Marketing Management

Class 6

October 15, 2025

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I. Class Schedule

Class 6: October 15 (Lecture and presentation)

Class 7: October 22 (Lecture and Quiz1)

Class 8: October 29 (Mid-term Exam)

II. Presentation by Team

III. Differences between Local Marketing and Global Marketing

1. Definition

Category	Local Marketing	Global Marketing
Meaning	Marketing focused on a specific domestic market or region .	Marketing activities that span multiple countries or continents .
Goal	Maximize sales and brand loyalty within one country or local culture .	Build a consistent global brand while adapting to diverse markets.



2. Market Scope and Environment

Aspect	Local	Global
Market Scope	Limited to one region or nation.	Operates across several international markets.
Competition	Competes mainly with domestic players.	Faces competition from international corporations.
Regulations	Only domestic laws and tax systems.	Must follow multiple legal, trade, and customs regulations.

3. Consumer Behavior

Aspect	Local	Global
Customer Needs	Easier to identify—relatively homogeneous .	Highly diverse needs, preferences, and cultures.
Language & Culture	One primary language and shared culture.	Requires cross-cultural communication and translation.

4. Marketing Strategy

Element	Local Marketing	Global Marketing
Product	Designed for local tastes.	Adapted or standardized depending on market.
Price	Based on local purchasing power.	Adjusted for exchange rates, tariffs, and taxes.
Place (Distribution)	Local supply chain and channels.	Global logistics and international distribution.
Promotion	Local language, customs, media.	Global brand message with localized execution (e.g., same slogan, different language).

5. Example Cases

- **Local Marketing Example:**

Paris Baguette Korea focuses on Korean consumers' preference for soft bread and localized flavors (e.g., red bean, sweet potato pastries).

- **Global Marketing Example:**

Coca-Cola runs a **standardized brand message** ("Happiness & Sharing") worldwide, but tailors its ads to reflect **local cultural themes** (e.g., Lunar New Year ads in Asia).

7. Summary Table

Dimension	Local Marketing	Global Marketing
Market Scope	Domestic	International
Focus	Narrow	Broad
Adaptation	High	Medium to High
Communication	One language	Multilingual
Legal Complexity	Low	High
Cultural Sensitivity	Moderate	Very High

Part 1. Multiple-Choice Questions (for Students)

1. Which of the following best describes **local marketing**?

- A. Marketing that focuses on international markets.
 - B. Marketing that targets specific domestic or regional customers.
 - C. Marketing that uses global standardization.
 - D. Marketing that ignores cultural differences.
-

2. The primary challenge of **global marketing** compared to local marketing is:

- A. Smaller customer base.
 - B. Easier legal environment.
 - C. Managing cultural and legal differences across countries.
 - D. Lower logistics costs.
-

3. In global marketing, companies often need to:

- A. Use one identical marketing strategy worldwide without change.
- B. Adapt their products and messages to different markets and cultures.
- C. Focus only on domestic consumer preferences.
- D. Avoid using social media marketing.

4. Which of the following is an example of **global marketing**?

- A. A local bakery advertising only in one Korean city.
 - B. A clothing brand selling identical products in Asia, Europe, and North America with local ad variations.
 - C. A small bookstore promoting to neighborhood customers.
 - D. A city café offering a loyalty program for local residents.
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5. Local marketing strategies are generally characterized by:

- A. Economies of scale and standardization.
 - B. Focus on local preferences and community engagement.
 - C. Uniform pricing across countries.
 - D. Global advertising campaigns.
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6. Which of the following is **NOT** a major concern in global marketing?

- A. Exchange rate fluctuations.
- B. Cultural adaptation.
- C. Local tax and labor laws.
- D. Single national advertising code.

7. A company like **McDonald's** selling the "Bulgogi Burger" in Korea is an example of:

- A. Product standardization.
 - B. Global adaptation (glocalization).
 - C. Pure local marketing.
 - D. Ignoring cultural preferences.
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8. In terms of communication, **local marketing** usually uses:

- A. One global language and imagery.
 - B. Messages designed for a diverse global audience.
 - C. Locally familiar language, media, and cultural symbols.
 - D. None of the above.
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9. Global marketing tends to emphasize:

- A. Brand consistency and global identity.
- B. Individual store promotions only.
- C. Avoiding cross-border trade.
- D. Domestic political advertising.

10. Which of the following statements best distinguishes local from global marketing?

- A. Local marketing focuses on one nation, while global marketing spans multiple nations with diverse cultures.
- B. Both are the same, except global marketing uses higher budgets.
- C. Global marketing ignores local culture, while local marketing ignores global trends.
- D. Local marketing requires more regulation than global marketing.

IV. Cases of Successful Marketing Management

Part 2. Answer Key (for Instructor)

- 1 B – Marketing that targets specific domestic or regional customers.
- 2 C – Managing cultural and legal differences across countries.
- 3 B – Adapt their products and messages to different markets and cultures.
- 4 B – Clothing brand selling globally with local ad variations.
- 5 B – Focus on local preferences and community engagement.
- 6 D – Single national advertising code.
- 7 B – Global adaptation (glocalization).
- 8 C – Locally familiar language, media, and cultural symbols.
- 9 A – Brand consistency and global identity.
- 10 A – Local marketing focuses on one nation, global spans multiple nations.