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## **INTERNATIONAL MARKETING AND GLOBAL MARKETING: DIFFERENCES AND PROBLEMS**

The globalization and integration of all fields of a human activity are some of the major rules of a modern stage of development of humanity. Too frequent use of adjective “global” in the marketing context instead “international” forces us to put a question about terminological scientific accuracy.

International marketing is simply the application of marketing principles to more than one country. However, there is a crossover between what is commonly expressed as international marketing and global marketing which is a similar term. International marketing and global marketing are interchangeable. The intersection is the result of the process of internationalization.

Many American and European authors see international marketing as a simple extension of exporting, whereby the marketing mix is simply adapted in some way to take into account differences in consumers and segments. It then follows that global marketing takes a more standardized approach to world markets and focuses upon sameness, in other words the similarities in consumers and segments.

What is International Marketing? At its simplest level, international marketing involves the firm in making one or more marketing mix decisions across national boundaries. At its most complex level, it involves the firm in establishing manufacturing facilities overseas and coordinating marketing strategies across the globe.

What is Global Marketing? Global marketing refers to marketing activities coordinated across multiple country markets. The result is a global approach to international marketing. Global marketing focuses upon leveraging a company’s assets, experience and products globally and upon adapting to what is truly unique and different in each country.

The manner in which people present themselves in terms of dress and appearance changes from culture to culture. For example in Maori culture, dress plays a central role with everyday clothing differing greatly from ceremonial costume. Whereas in Western business-culture the standard ‘uniform’ tends to be a conservative collar and tie.

Other factors that need to be considered in relation to international marketing communications include:

- The work ethics of employees and customers to be targeted by media.
- Levels of literacy and the availability of education for the national population,
- The similarity or diversity of beliefs, religion, morality and values in the target nation.
- The family and the roles of those within it are factors to be taken into account.

Thus, taking into consideration these factors, the global marketing strategy will be more effective and will give a chance to intervene new markets in different part of the world.

***References:***

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