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INTERNATIONAL AND GLOBAL MARKETING STRATEGIES

In the modern conditions connected with the processes of globalization to operate successfully at the domestic and foreign markets is possible only for those companies that use marketing concepts, instruments and tools, as well as strategies to achieve their goals.

That is why it is necessary to understand what modern international and global marketing mean, outline their specifics, analyze changes occurring there and estimate the main marketing strategies important for a company's efficiency.

International marketing refers to marketing carried out by companies overseas or across national borderlines. This strategy uses an extension of the techniques used in the home country of a firm (domestic marketing).

To be successful at a foreign market a company should take into account various factors. Most of them have been historically developed:

- geographical (location, climate, resources),
- cultural (language, ways of behavior, ideals, customs, likes and dislikes, institutions),
- economical (particular economical system, form of property, most common types of businesses, system of distribution, competitive environment),
- judicial (law regulations, imports and exports laws).

Moreover, it is necessary to study the latest trends both on local and global scales as well, such as changes in the market demand, system of promotion, channels of distribution, competition, as well as social and political tendencies.

As a result, international marketing strategy forces a company to become more involved in the marketing environment in the countries in which it is doing business.

Current trends in the world economy have lead to transfer from international to global marketing. Global (transnational) marketing refers to marketing activities coordinated and integrated across multiple country markets. It emphasizes the global approach to marketing. Products that will only require weeks to fit into any

regional marketplace are created. Marketing decisions are made by consulting with marketers working in all the countries where the product will be sold. The whole world is seen as one market. That is why global marketing takes a more standardized approach to world markets and focuses upon sameness, in other words the similarities in consumers and segments.

To be successful global marketing should include two main approaches. On the one hand, standardization of an enterprise marketing strategy on all the markets is appreciated, because it allows to economize on scale in production and distribution, lower marketing costs, look more powerful and respectful, be able to introduce good ideas quickly and efficiently, uniform marketing practices etc.

However, in global marketing strategies necessary adaptations should also be made in marketing-mix, due to differences in foreign markets. The choice of marketing strategy should presuppose that there is no the only and the best way of transnational distribution.

As a conclusion, global marketing is to be seen as a very close but next stage of the development of a company's marketing strategies.