

21 世纪大学行业英语系列



国际市场营销英语

International Marketing in Global Environment

蔡晓月 胡志勇 主编



 复旦大学出版社

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前 言

中国加入 WTO 之后,国际市场越来越成为经济生活中一个不可或缺的部分。国际市场也不再只是专业从事国际市场业务人士,或者理论研究者所关注的问题,而更广泛地为平民百姓所关注。

在编写结构上,本书分为三个部分,国际市场营销环境、国际市场营销战略和国际市场营销组合。

本书以最新的实用英语材料为基础编写;以讲解分析专业英语为主,突出解析本学科的重点、难点、疑点问题;以拓宽读者知识面、迅速提高其专业英语水平为目标;以实际应用为宗旨,简化语法点,系统介绍本专业相关的背景知识。

本书共有 10 个单元,分三个部分。

在第一部分“国际市场营销环境”中,第 1、2 单元介绍国际市场营销的概况、基本概念以及国际市场营销挑战与环境,以便读者对于市场有一个整体的了解,把握整本教材的脉络与思路。

在第二部分“国际市场营销战略”中,第 3—6 单元介绍国际市场营销信息系统与国际市场调查、国际市场细分、目标市场与市场定位、国际市场竞争与市场进入模式、市场营销计划与组织等内容。

在第三部分“国际市场营销组合”中,第 7—10 单元介绍国际市场营销组合中的营销策略,包括产品与服务、价格、渠道,以及促销、整合营销等内容。

关于“国际市场营销”的教材有很多,各有特色。编者希望通过本书把国际市场实务与国际市场营销的理论、背景、历史的介绍相结合。本书可以作为大学低年级经济市场类学生的专业外语教材;作为大学非经济市场类学生的公共选修课

教材；也可以作为大学公共选修课程的双语教学的教材。

本册由蔡晓月、胡志勇主编，杨峰光副主编，参加编写的还有：张馨、王玥、袁小音、刘钟元、彭先红、徐喆等。

本套丛书(21 世纪大学行业英语系列)既不同于市场上一般的大学英语教材，也不同于教学辅导书，其主旨就是为大学生们走上工作岗位提供一套专业性强、实用的职前培训教材。通过对本套丛书的学习，能够帮助已经具备一定专业基础的人员在较短时间内迅速掌握本专业的英语本领，为其早日顺利地开展国际市场营销业务打下扎实的基础。

2010 年 8 月

使用说明

本书为《21 世纪大学行业英语系列》丛书中的《国际市场营销英语》分册。全书共 10 个单元,供一学期使用。

每一单元包括三篇课文。课文 A 为精读材料,课文 B、C 为泛读材料。三篇课文围绕同一题材选定,前面有每单元内容简介。

Learning Objectives 为单元的学习目标。简单介绍该领域目前的发展状况,所要研究的主要内容范围。学习目标分为两个层面:一是 Knowledge-based aims,针对国际市场营销学的基本专业知识而设,希望通过教学,让学生基本掌握重要的市场营销知识点;二是 Task-based skills,针对市场营销基本知识点在专业英语领域中的应用,通过练习希望学生能够掌握基本的英语语言读写能力进行交流沟通。

第一部分 Lead-in Activities 位于课文前。内容是课文 A 的概述,所用的英语比较浅显。这一练习既可启发学生的思考,又可使学生对即将学习的课文有大致了解。Pre-reading Questions 是又一“热身”活动,为学习课文作好铺垫。

第二部分 Knowledge-based Learning 为知识导向学习,包括 Preview Reading Comprehension, Text, Notes, Background Knowledge 等。

Preview Reading Comprehension 针对课文提出导读问题,学习课文的重点。要求学生针对课文中的有关问题发表自己的看法。练习可在课文讲解后做,也可结合课文的讲解进行。这一练习采用问答式,目的主要是诱导学生开口。

Notes 旨在帮助学生掌握英语常用词和词组的用法。

Background Knowledge 提炼国际市场营销学的基本知识点,用简洁明了的形式罗列重要的核心知识点,能够让市场营销学的初学者顺利掌握,了解相关知

识点的背景知识,为专业英语的应用奠定基础。

第三部分 Task-based Learning 为任务导向学习,课文 B 为泛读材料。通过相关知识点的泛读材料提高学生的专业英语水平,拓宽知识面。课文后列有词汇表,可以帮助学生更好地理解课文。

第四部分 Case Study, Topics and Dialogue 为案例、讨论与对话,提供相关知识点的讨论话题,并锻炼学生书面阅读分析、口头表达以及对话辩论等拓展综合素质的能力。

本教材各单元之间相互独立,可以将其作为国际市场营销学双语教材,按照章节循序渐进进行学习,也可以独立进行学习,更可以作为国际市场营销专业英语的检索材料进行学习。在专业英语领域的理论与实践随时进行翻阅,提高读者的理论水准与实践能力。

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Part I

Environments of Global Marketing



Unit 1

Introduction to Global Marketing



Learning Objectives

International marketing management is rarely considered as an academic area that deserves a separate and specific curriculum. The present research examines 2 primary questions that challenge this state of affairs: First, is international marketing management different from basic marketing management? Second, if it is different, what type of training knowledge and skill should international marketers have? Success in international marketing management requires deep knowledge of cross-cultural and inter-cultural issues that facilitate attitude change and assist the development of interpersonal skills and the creation of awareness of multi-environmental requirements of international marketing operation. These skills can be acquired and developed only by a formalized program of specialist education and training.



Knowledge-based aims

By the end of this unit, you should know:

- The concept of marketing;
- The difference between marketing and international marketing;
- The difference between marketing and selling.



Task-based skills

By the end of this Unit, you should be able to:

- Discuss and apply the major concepts of marketing and international marketing;
- Point out the importance of the international marketing;
- Analyze the relationship among market, marketing and international marketing.

Part One

Lead-in Activities

Before reading Text A, think of the following questions, and give a brief answer to each of them:

- 1) Talk about your understanding of marketing.
- 2) Is marketing selling?
- 3) Is marketing globally equal to marketing domestically?

Part Two

Knowledge-based Learning

Preview Reading Comprehension

Direction: Answer the following questions briefly to get some general idea about Text A.

- 1) What is marketing?
- 2) What is international marketing?

Text A Online Marketing and Chinese Products

Are you in search of an online market that specializes in Chinese products? In that case, you need to do a *category* search that lists all the websites which sell products from China. Without the category search, you may find it hard to locate the products that you have been in search for quite sometime. You may feel like contacting the website and see whether you can purchase the product wholesale and at the localized rates, sell it in your local store. It is to be noted that consumer satisfaction is what all matters in order for the business to prosper and in order to provide that satisfaction to the consumers, the products that you are selling need to last long but should not let the consumers down. Wholesale products are available for those who want to sell a large quantity of a single unit. In such a case, Global Sourcing is considered the best way to attract more buyers to your site to sell that “hard-to-find” product. You can also go a step forward and offer *multinational* purchasing beyond the boundaries so that every one can taste and see your product. People who look for your online market, they do a category search to find the products that you bought from China. Multinational purchasing is on a move on account of the global sourcing these websites do.

Customers find you easily using the category search, once you build your reputation in the online market. Once the customers find you're *affordable*, then you will become the devoted supplier of that same product for years ahead. As a result, multinational purchasing increases and you will have to purchase the products wholesale from China and supply it to your devoted customers. Once the customers know that you will always keep that “hard-to-find” product always in stock, your customers will know that you can be relied on and they can count you. And there never arises a

need for them to do another category search to find a similar online market as that of yours.

When you plan to buy wholesale products from China, you have a wide variety of products that you can sell in your local market. When you know that a particular product is a “*hot-cake*” in your business area and you know for sure that the product will sell as soon as it is displayed, you can opt for a wholesale purchase of the product. Your online market may become a huge success when it is combined with global sourcing. Suppliers onboard can assist you in knowing the most popular products at that time. You may also opt for seasonal products. Suppliers onboard offer those seasonal products on a wholesale and you can put them in display in our local market before anyone else does. When it's time to count your profits, you will be quite astonished at what you have earned.



Notes

- | | |
|---|---|
| 1. category /'kætɪɡəri/ n. | 种类, 部属 |
| 2. multinational
/ˌmʌltɪ'næʃən(ə)l/ a. | 多国的; 跨国的
multinational corporation: 跨国公司 |
| 3. affordable /ə'fɔ:dəbl/ a. | 负担得起的 |
| 4. hot-cake | 很好卖的货物 |

Background Knowledge

A. Reasons for Global Marketing

- Growth
- Access to new markets
- Access to resources
- Survival
- Against competitors with lower costs (due to increased access to resources)

Global Marketing Vs. Marketing

- Marketing is the process of planning and executing the conception, pricing,

promotion, and distribution of goods, ideas, and services to create exchanges that satisfy individual and organizational goals.

- Global marketing focuses on global market opportunities and threats.

B. Differences between Global Marketing and Marketing

- Scope of activities
- Nature of activities

C. Globalization

- *Globalization is the inexorable integration of markets, nation-states, and technologies to a degree never witnessed before — in a way that is enabling individuals, corporations, and nation-states to reach around the world farther, faster, deeper and cheaper than ever before, and in a way that is enabling the world to reach into individuals, corporations, and nation-states farther, faster, deeper, and cheaper than ever before.*

— Thomas Friedman

D. What is a Global Industry?

- An industry is global to the extent that a company's industry position in one country is interdependent with its industry position in another country.
- Indicators of globalization:
 - Ratio of cross-border trade to total worldwide production
 - Ratio of cross-border investment to total capital investment
 - Proportion of industry revenue generated by companies that compete in key world regions

E. Keys to Global Success

1. Value creation

- $\text{Value} = \text{Benefits/Price}$
- Price is a function of money, time, and effort
- Benefits result from the product, promotion, and distribution

- Two methods of value creation
 - Improved benefits
 - Lower prices
2. Competitive Advantage
- Success over competition in industry at value creation
 - Achieved by integrating and leveraging operations on a worldwide scale
3. Focus
- Concentration and attention on core business and competence
- *Nestle is focused: We are food and beverages. We are not running bicycle shops. Even in food we are not in all fields. There are certain areas we do not touch... We have no soft drinks because I have said we will either buy Coca-Cola or we leave it alone. This is focus.* — Helmut Maucher

F. Globalization or Global Localization?

- Globalization
- Developing standardized products marketed worldwide with a standardized marketing mix
- Essence of mass marketing
- Global localization
- Mixing standardization and customization in a way that minimizes costs while maximizing satisfaction
- Essence of segmentation
- Think globally, act locally

G. Where in the World?

- How does a company decide which markets to enter?
- Company resources
- Managerial mind-set
- Nature of opportunities and threats in that market

Examples of Global Marketers

- | | |
|--------------------|------------------|
| • Coca-Cola | • USA |
| • Philip Morris | • USA |
| • Daimler-Chrysler | • Germany |
| • McDonald's | • USA |
| • Toyota | • Japan |
| • Ford | • USA |
| • Unilever | • UK/Netherlands |
| • Gillette | • USA |
| • IBM | • USA |

H. Why Go Global?

- For US-based companies, 75% of sales potential is outside the US.
- About 90% of Coca-Cola's operating income is generated outside the US.
- For Japanese companies, 85% of potential is outside Japan.
- For German and EU companies, 94% of potential is outside Germany.

1. Management Orientations

- Ethnocentric
- Polycentric
- Regiocentric
- Geocentric

2. Ethnocentric Orientation

- Assumes home country is superior to the rest of the world; associated with attitudes of national arrogance and supremacy
- Management focus is to do in host countries what is done in the home country
- Sometimes called an *international company*
- Products and processes used at home are used abroad without adaptation

3. Polycentric Orientation

- Management operates under the assumption that every country is different; the company develops country-specific strategies