



HOCHSCHULE RUHR WEST
UNIVERSITY OF APPLIED SCIENCES

Fundamentals of International Marketing

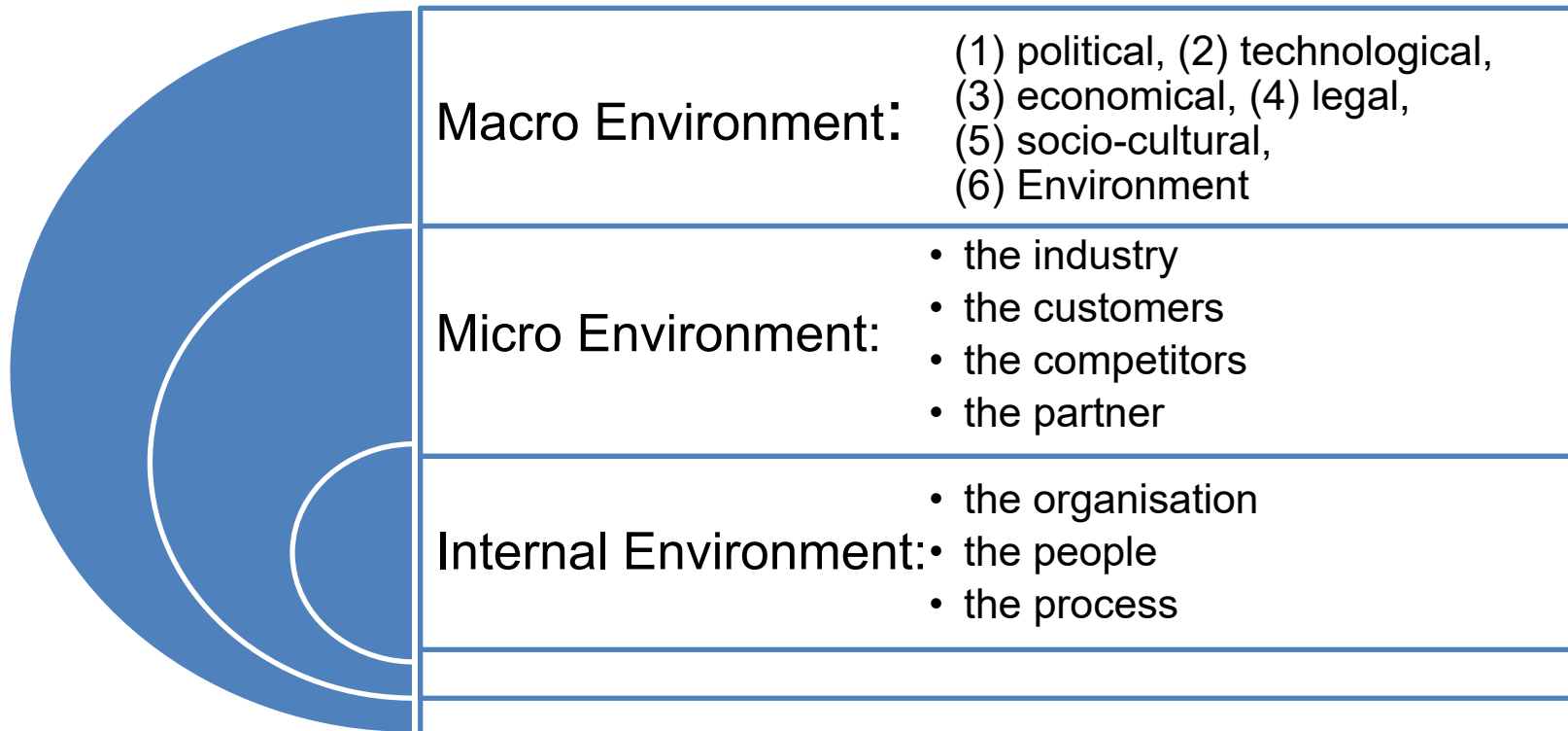
A closer look at the marketing planning process

Prof. Dr. Simone Roth

Intern. Marketing Plan

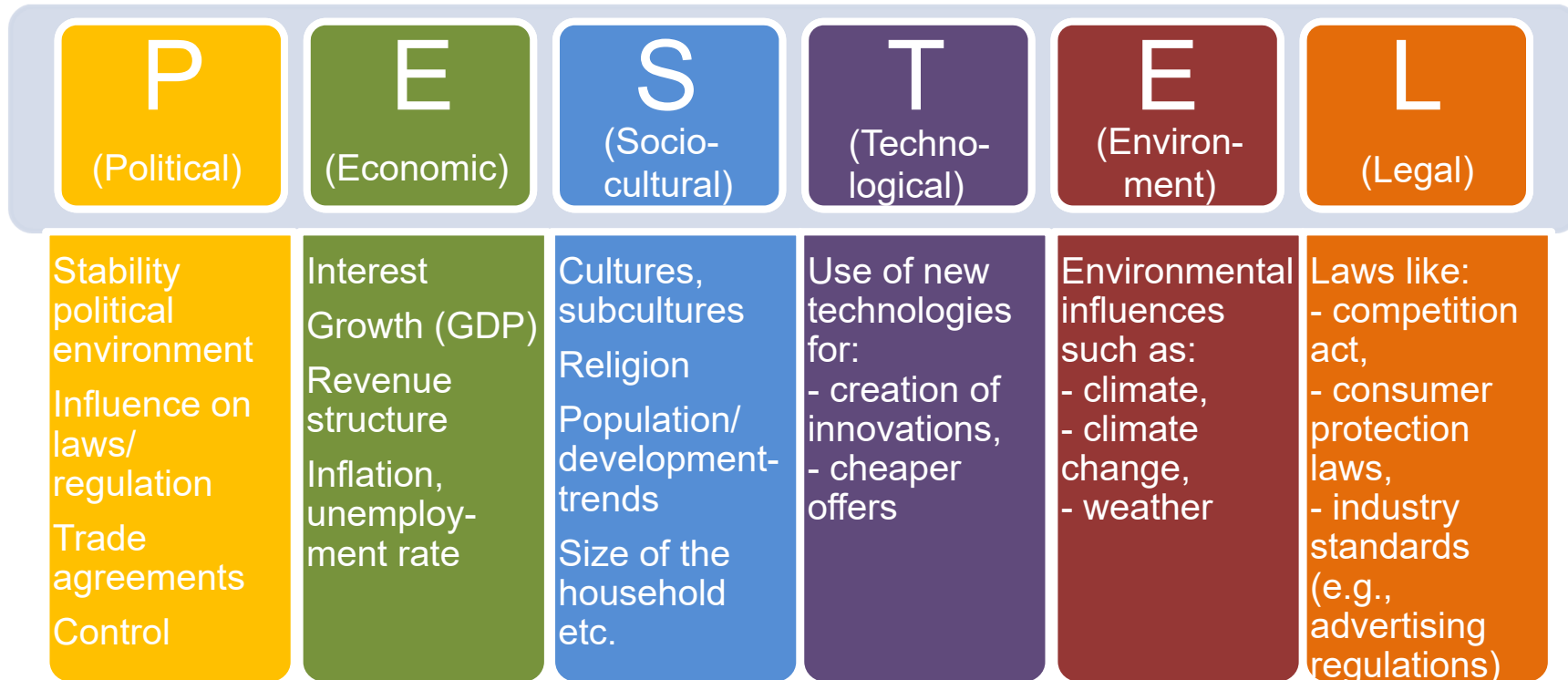
<i>THE INTERNATIONAL MARKETING PLAN</i>		
01 SUMMARY		
02 INTRODUCTION		
03 SITUATION ANALYSIS		
04 OBJECTIVES		
05 TARGET MARKET / TARGET GROUP		
06 MARKETING MIX STRATEGY		
06.01 <i>Product</i>		
	06.02 <i>Price</i>	
	06.03 <i>Distribution (Place)</i>	
	06.04 <i>Communication (Promotion)</i>	
	06.05 <i>People</i>	
	06.06 <i>Process</i>	
	06.07 <i>Physical Environment</i>	
		07 BUDGET
		08 IMPLEMENTATION
		09 EVALUATION
		10 FUTURE OUTLOOK

Macro, Micro and Internal Environment



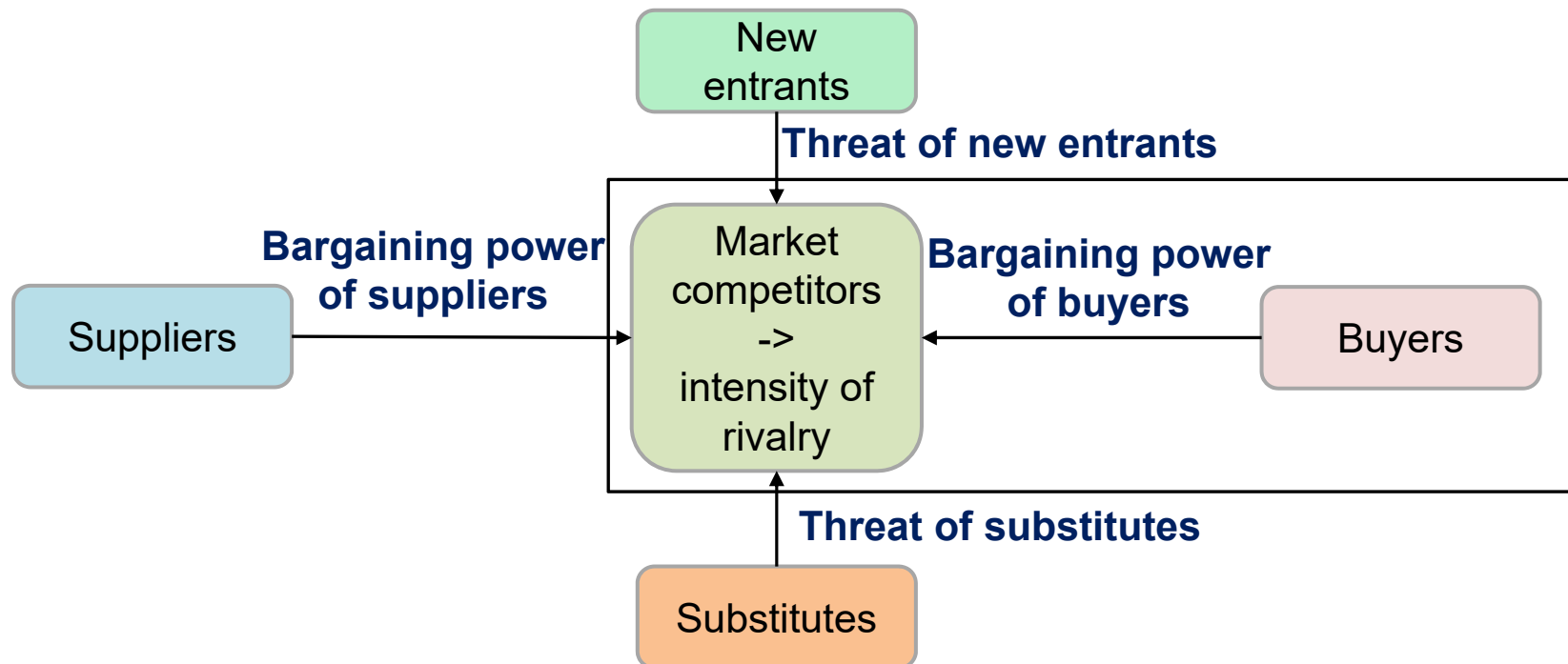
Source: Elliott, Rundle-Thiele, Waller (2014): Marketing, P. 56.

Analysis of the macro environment (selection)



Sources: Elliott, Rundle-Thiele, Waller (2014): Marketing, p. 56.

Analysis industry : Porters ,Five Forces‘



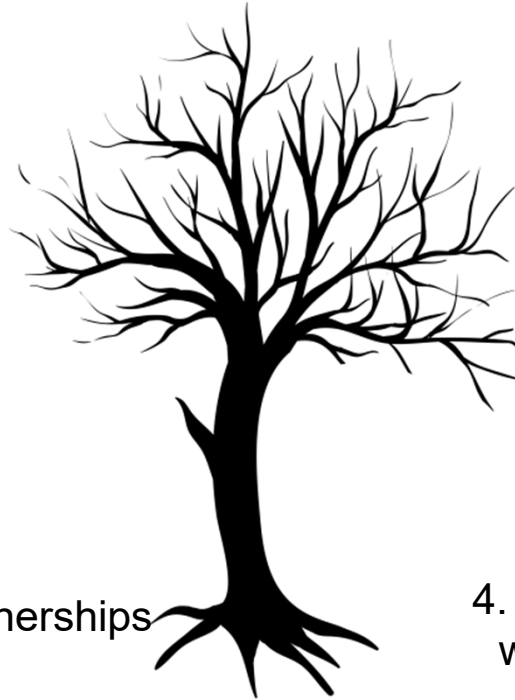
Porter (1980): Competitive Strategy.

The “Five Sources” model of collaboration

1. Horizontal
Collaboration

2. Vertical
Collaboration

3. Integration of Partnerships
(selection)



5. Alliances of diversification
with companies that are not yet
in connected segments.

4. Alliances of diversification
with companies in related
segments.

Source: own Illustration based on Burton (1995): Composite Strategy, Journal of General Management 21(1), P. 1-23;
Picture: Tree of Jhonatan in the Noun Project

Customer Analysis: BtC vs. BtB

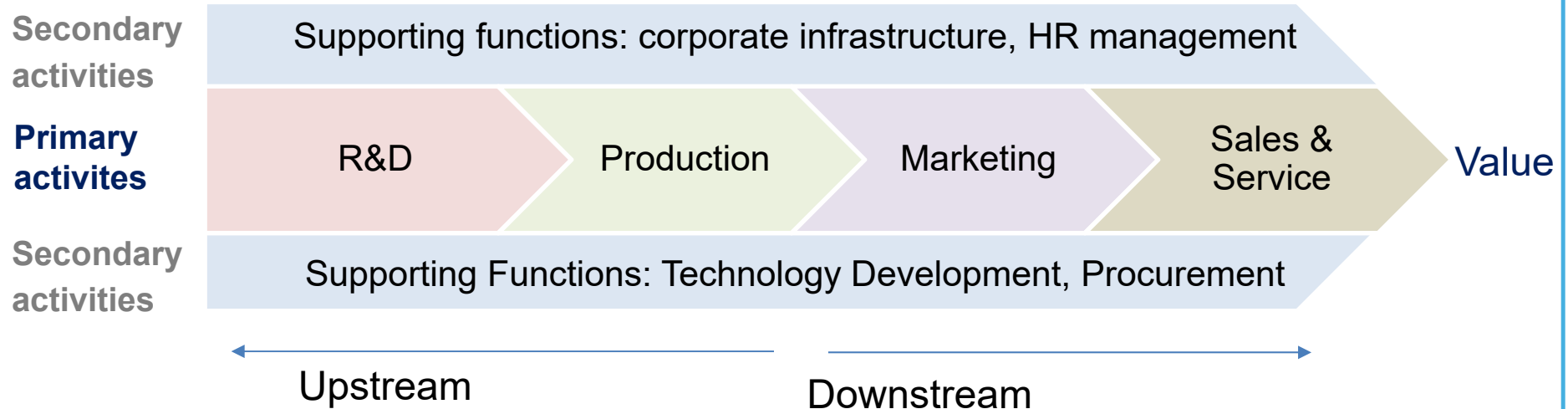
- Focus in Business To Consumer (BtC): **influencing the consumer**; the Marketing Mix is seen as a kit of tools with which controllable variables in the Marketing Mix can be influenced.
- Focus in Business To Business (BtB): **influencing the interaction between customer and salesman** and therefore an influence on the negotiation process.

Source: Hollensen (2016): Global Marketing, p. 491.

Competences: traditional value chain

Value creation through the transformation of input factors (raw materials, components) into products;

Sequential process:



Hollensen (2016): Global Marketing, P. 35; based on Porter (1980), P. 37f.

Competences: experiences of the customer

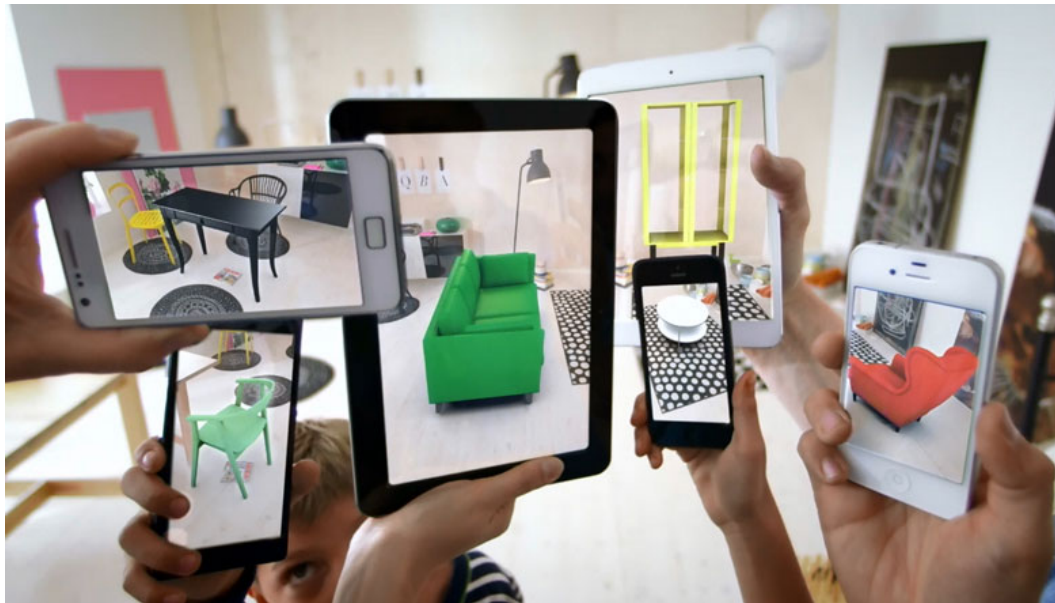
Experiences are the next step in creating customer value ('experiential marketing')

Customer experiences arise when a company **uses products in combination with service**, to contact customers in a way that creates a special **experience** (event).

Customer experiences are relevant in the Business to Consumer and Business to Business area

Source: Hollensen (2016): Global Marketing, P. 38; Pine and Gilmore, 1998.

Example: IKEA Augmented Reality



Aesthetic

Escapist

Entertainment

Educational

Customer value through experiences

Degree of intensity/
connection

High

Aesthetic

Escapist

Low

Entertainment

Educational

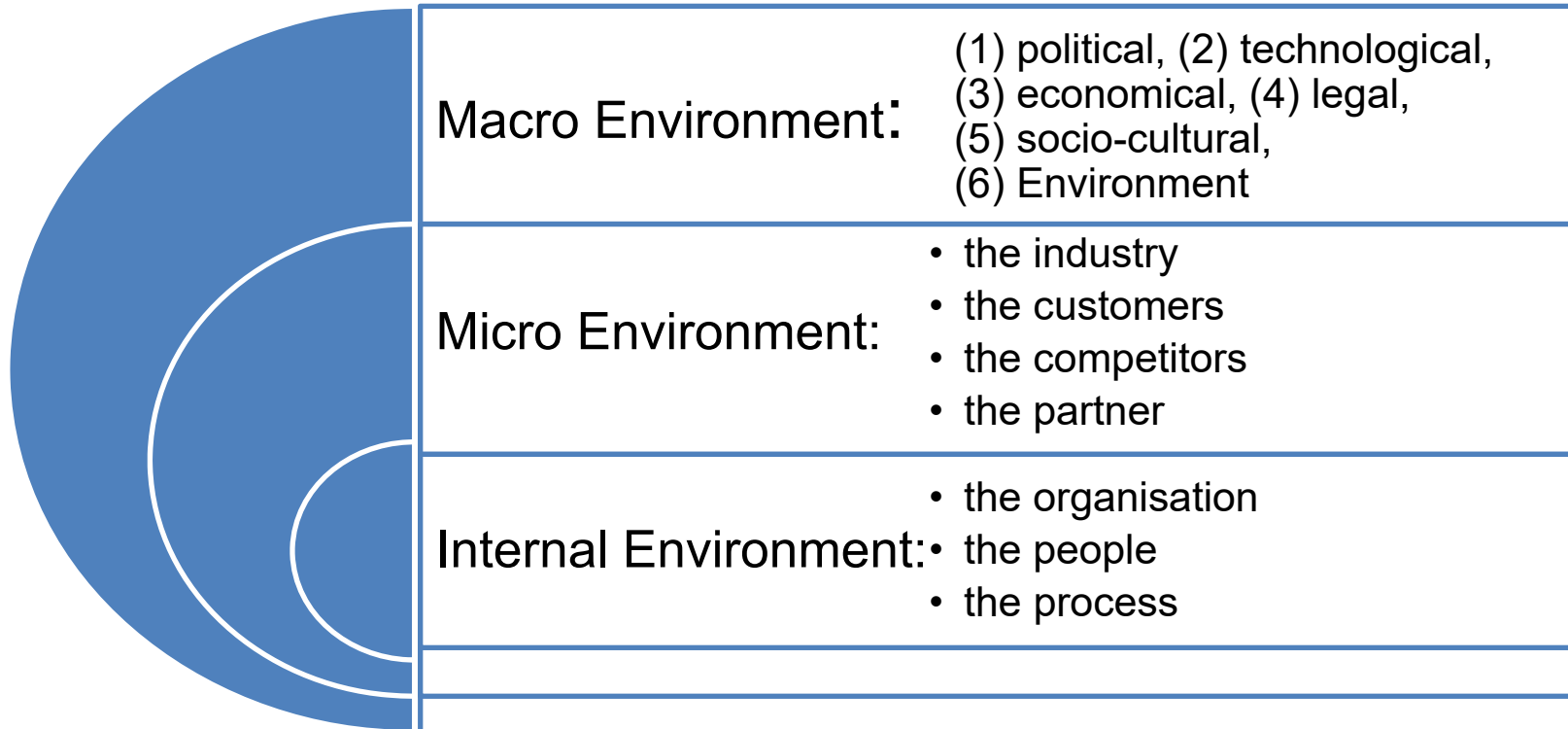
Low

High

Degree of involvement/
participation

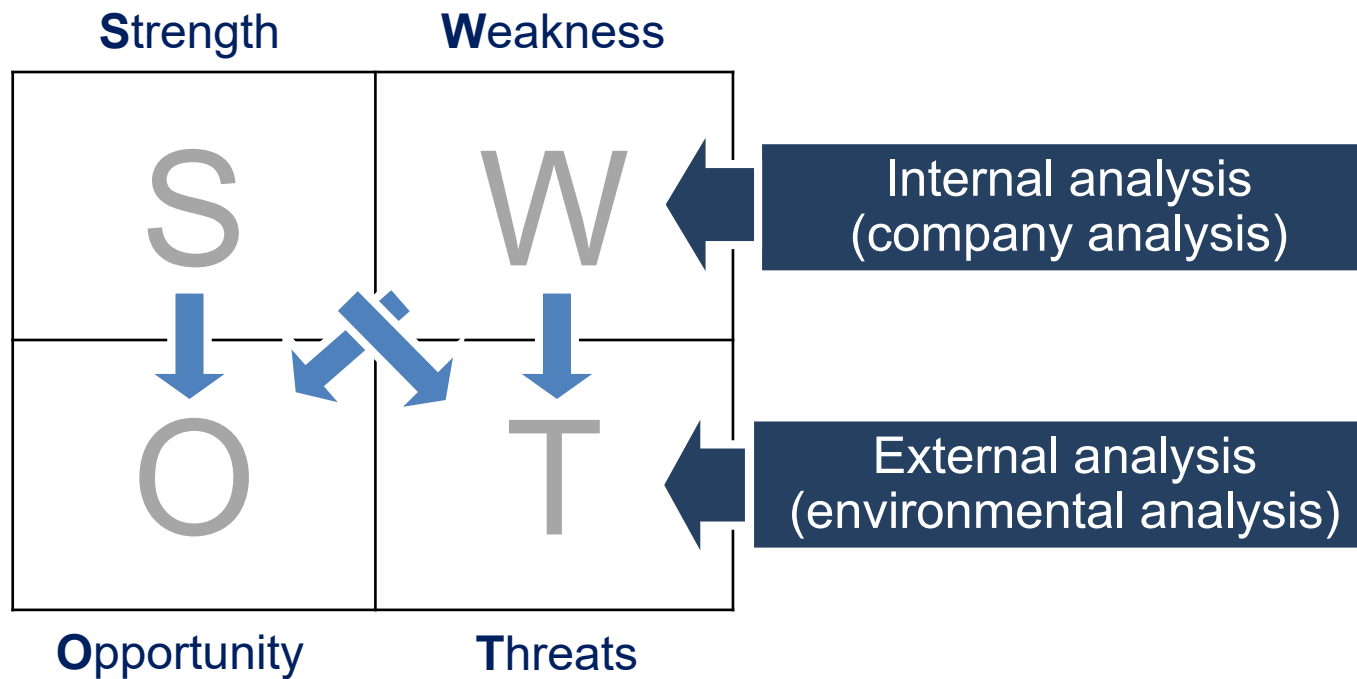
Source: Hollensen (2016): Global Marketing, P. 39

And back to the start....



Source: Elliott, Rundle-Thiele, Waller (2014): Marketing, P. 56.

SWOT



Intern. Marketing Plan

<i>THE INTERNATIONAL MARKETING PLAN</i>		
01 SUMMARY		
02 INTRODUCTION		
03 SITUATION ANALYSIS		
04 OBJECTIVES		
05 TARGET MARKET / TARGET GROUP		
06 MARKETING MIX STRATEGY		
06.01 Product		
06.02 Price		
06.03 Distribution (Place)		
06.04 Communication (Promotion)		
06.05 People		
06.06 Process		
06.07 Physical Environment		
07 BUDGET		
08 IMPLEMENTATION		
09 EVALUATION		
10 FUTURE OUTLOOK		

From strategy to implementation

1. Based on the situation analysis you crystalize gaps and **define objectives**
2. The approach to appeal customer **segments** and the **target market** is summarized in the **positioning (STP strategy)**
3. For the **positioning** different influencing targets can be differentiated as well as an international approach

The theoretical foundation behind each step...

Source: Kotler, Keller (2016), Marketing Management, p. 297.

1. Marketing objectives

Gap identification:

- To be able to estimate **future market demand**, **different scenarios** can be drawn of the possible future development (based on trends etc.)
- In this way the '**gap**' between the **market expectations** and the **companies current position** comes clear as well as market leader's / competitors approach.

Objectives:

- These scenarios may be the foundation for a **discussion of objectives (economic and psychographic)** and which competence profile the company wants to have in e.g. five years time.
- Economic: Sales, Profit etc.; Psychographic: Awareness, Image, Satisfaction, Engagement
- Objectives must be **Specific Measurable Achievable Reasonable and Timely**

Source: in accordance to Hollensen (2017): Global Marketing, p. 130f.

2. Segmentation, targeting and positioning

All marketing strategies result in **segmentation, targeting and positioning**.
(**STP Strategy**)

- **Segmentation:** a company should recognize different needs and groups of consumers in the market and based on that
- **Define a target market:** for example those target groups whose needs the company can uniquely meet.
- **Positioning:** Positioning is the act of designing a company's offering and image **to occupy a distinctive place in the minds** of the target market.

Source: Kotler, Keller (2016), Marketing Management, p. 297.

3. Positioning

The build up of a strong brand implies that a brand has a clear positioning in the market which

1. emphasizes the distinctive features of an offer
2. are attractive and relevant for the consumers,
3. differentiate from the competition and
4. can be pursuit in the long run.


Sources: Esch, 2013, p. 161



PATEK PHILIPPE
GENÈVE
Begin your own tradition.


You never actually own a Patek Philippe.
◆
You merely look after it for the next generation.

The first ever Patek Philippe self-winding Chronograph with insurance for lifetime and 99 hours reserve power. It combined with the patented Annual Calendar and housed in a platinum case with sapphire crystal back. Ref. 5950R. Tel. +39 02 8611 8248. www.patek.com

百达翡丽腕表，
原创典范，高雅不凡，
不但长伴身旁，还是传家风范。
Neptune自动男表，以18K金精雕细琢，
闪耀永恒光芒。代代相传 由您开始

PATEK PHILIPPE
GENÈVE



Neptune 男表腕表(Ref.5081/1)表壳请联系: Liberas Ltd., 电话: (852) 2317 7866 www.patek.com

3. Influencing targets of positioning

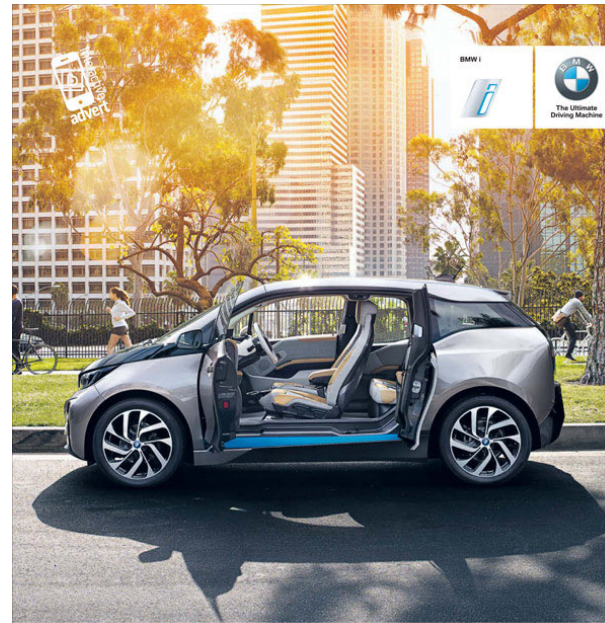
1. Currentness: create awareness for the offer
2. Emotion: create emotional experiences for the offer
3. Information: based on factual content you create rational evaluation of the offer

Source: Esch (2014), Strategie und Technik der Markenführung, p. 49ff.

Positioning target: Emotion



Mixed positioning



SOME FEAR CHANGE.
OTHERS DRIVE IT.

THE NEW ELECTRIC BMW i3.

becomeelectric.co.uk

Official fuel economy figures for the BMW i3: mpg N/A, CO₂ emissions 0 g/km, power output (electric motor) 125/170 kW/hp, total average energy consumption per 62 miles/100 km (NEDC test cycle) 12.9, customer orientated range 80-100 miles, total range (NEDC test cycle) 118 miles. Official fuel economy figures for the BMW i3 with Range Extender: mpg 470.8, CO₂ emissions 13 g/km, power output (electric motor) 125/170 kW/hp, total average energy consumption per 62 miles/100 km (NEDC test cycle) 11.5, customer orientated range 150-186 miles, total range (NEDC test cycle) 211 miles. Data subject to confirmation.

Influencing targets of positioning

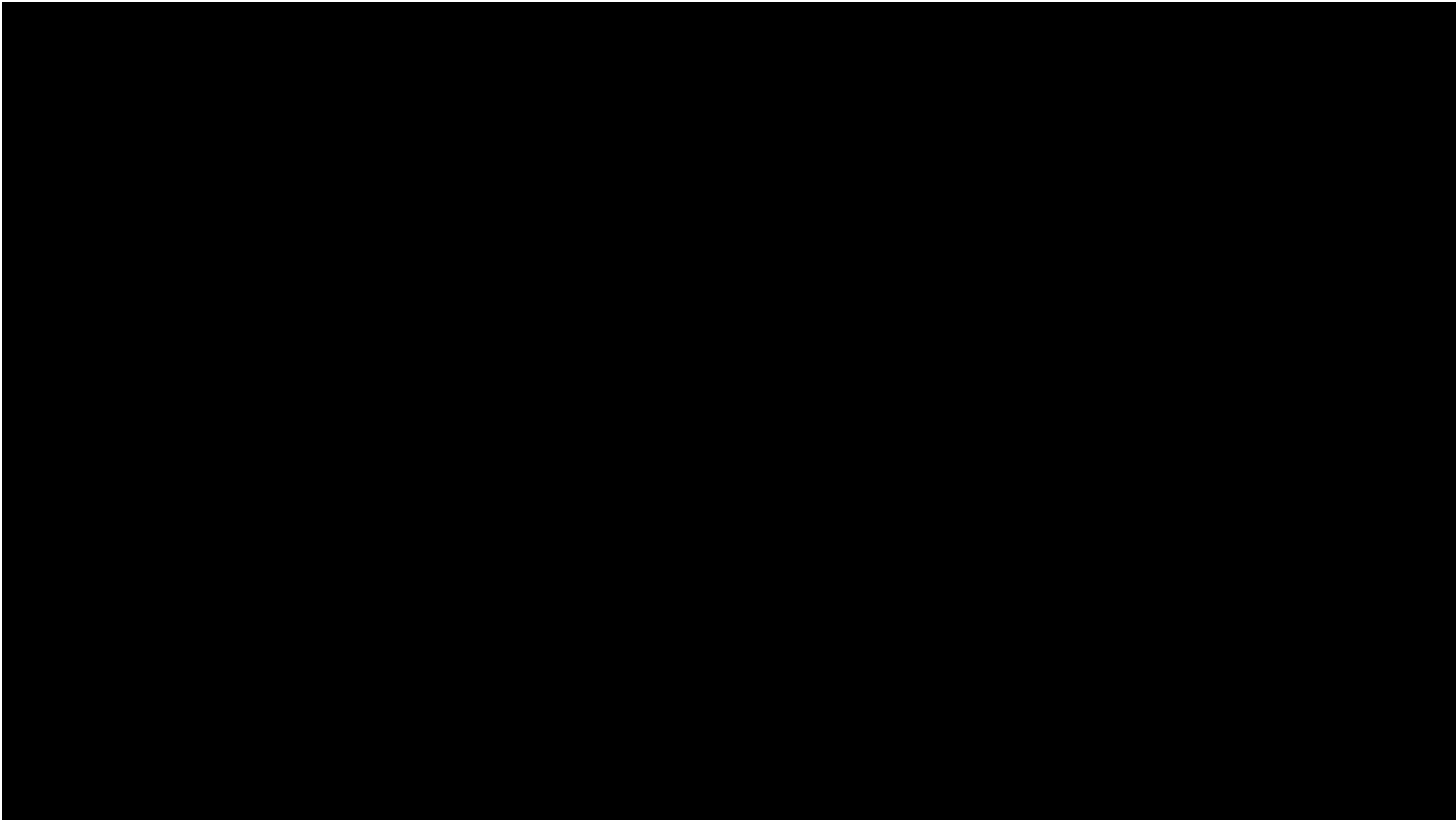
Conditions	Influencing target	Effect on the consumer	
desires and information are trivial	→ Currentness	awareness of the offer	→ action
information are trivial	→ Emotion	emotional experience with the offer	→ action
desires and information are not trivial	→ Emotion & Information	complex mindset towards the offer	→ action
desires are trivial	→ Information	rational evaluation of the offer	→ action

Source: Esch, 2014, P. 49ff.

International positioning

		Local Market Segment	
		similar	different
Positioning	similar		
	different		

Source: Johansson, 2009, P. 391ff.





PAMPERS GOLDEN SLEEP CAMPAIGN



International positioning

		Local Market Segment	
		similar	different
Positioning	similar	Patek Philippe	
	different	Pampers	(Pampers)

Source: Johansson, 2009, P. 391ff.

Intern. Marketing Plan

<i>THE INTERNATIONAL MARKETING PLAN</i>		
01 SUMMARY		
02 INTRODUCTION		
03 SITUATION ANALYSIS		
04 OBJECTIVES		
05 TARGET MARKET / TARGET GROUP		
06 MARKETING MIX STRATEGY		
06.01 <i>Product</i>		
	06.02 <i>Price</i>	
	06.03 <i>Distribution (Place)</i>	
	06.04 <i>Communication (Promotion)</i>	
	06.05 <i>People</i>	
	06.06 <i>Process</i>	
	06.07 <i>Physical Environment</i>	
		07 BUDGET
		08 IMPLEMENTATION
		09 EVALUATION
		10 FUTURE OUTLOOK

The classic Marketing Mix

First mentioned by Neil Borden (1950); further developed by McCarthy (1964)

Marketing
strategy

Segmentation

Positioning

MARKETING-MIX

Marketing
sub-mix

Product

Price

Place

Promotion

Marketing
instruments

- Product
- Service
- Assortment
- Packaging

- Fixing of recommended price
- Differentiation of price

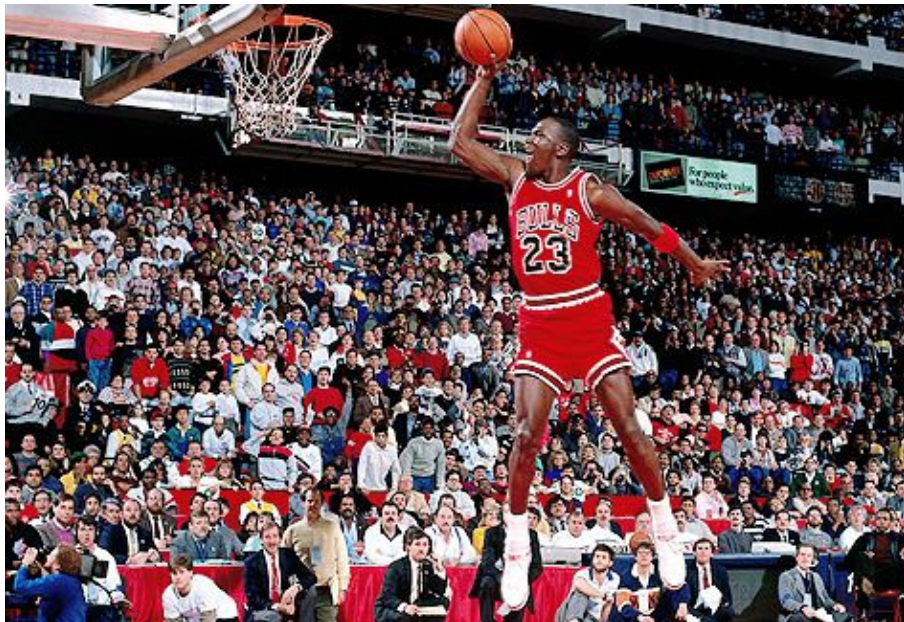
- Distribution (direct, indirect)
- Partner of distribution
- Multi-Channel
- ...

- Communication/ advertising
- Distribution support
- Public Relations
- Digital communication
- ...

In last years a number of revised versions were developed

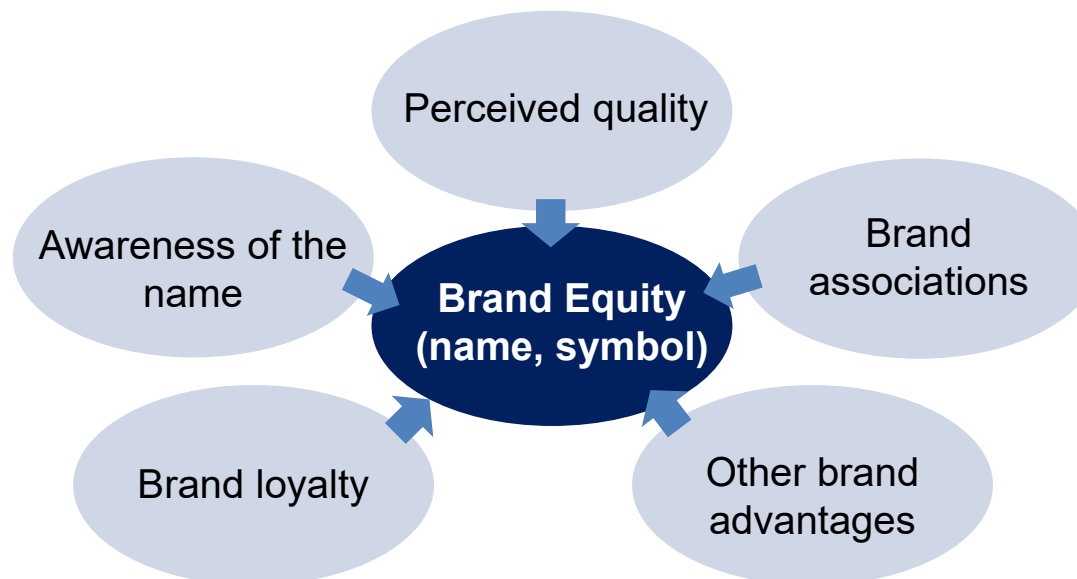
Sources: modified from Michel & Pifko 2013, p. 103.

Brand Identity Nike



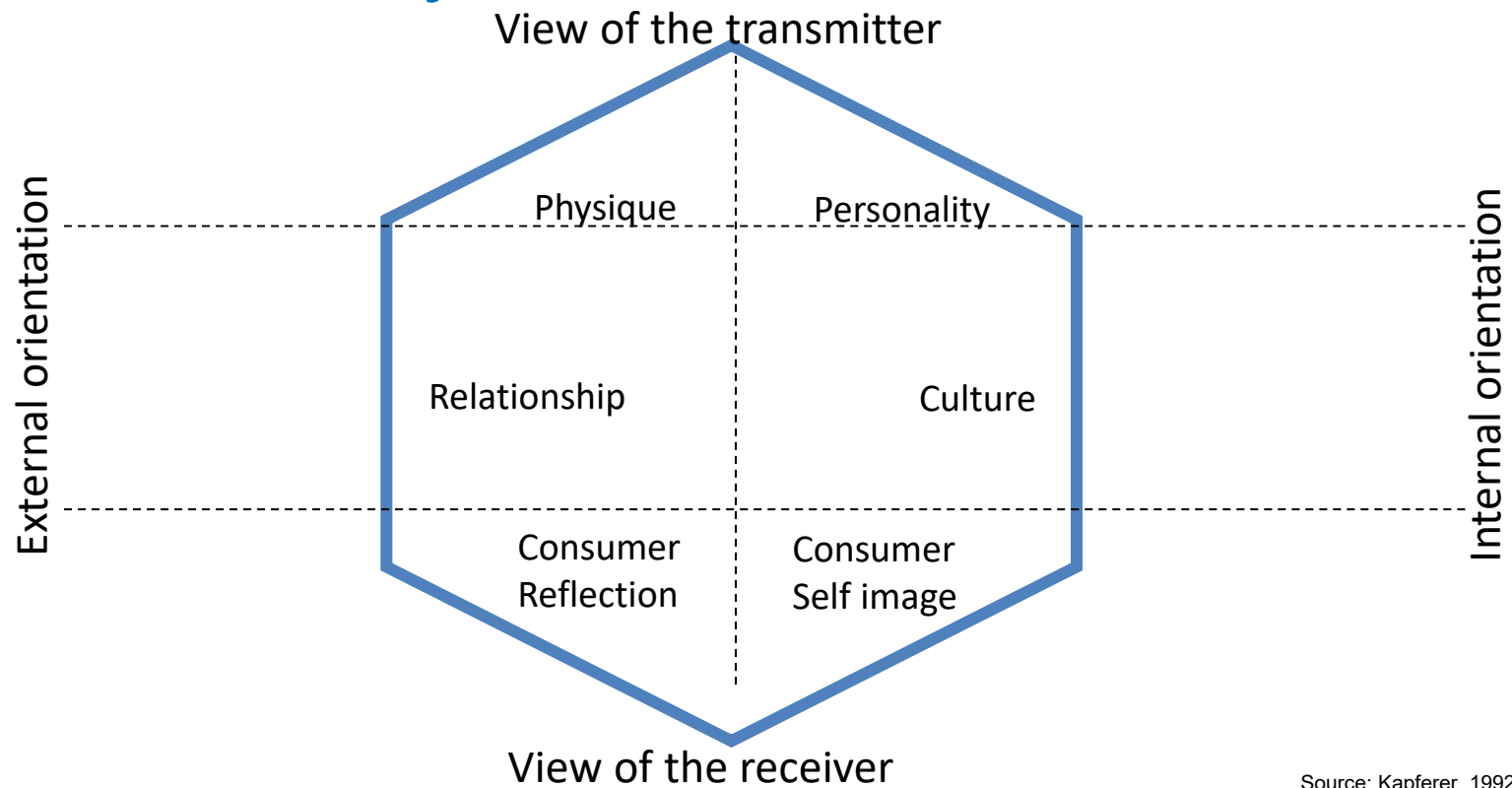
Customer based view on brand equity

= **added value** endowed on products and services, which may be reflected in the way consumers, think, feel, and act with respect to the brand



Sources: Keller, 2013, pp. 69-73.

Brand Identity



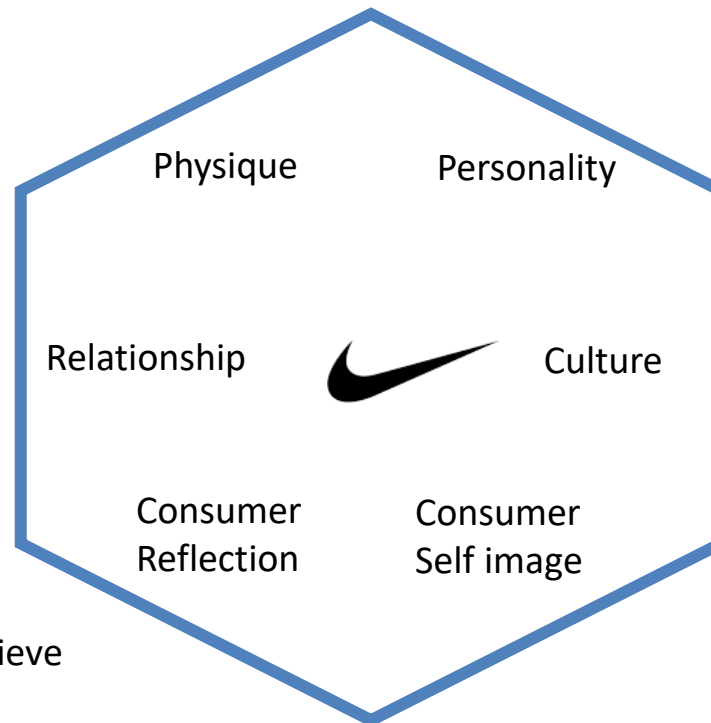
Source: Kapferer, 1992, p. 100.

Brand identity Nike

- Just do it
- Sports equipment, athletic shoes, clothes.

- Comfort and motivation: 'yesterday you said tomorrow; run the day, do not let it run you

- Dynamic lifestyle
- Full of energy to achieve
- Competitive

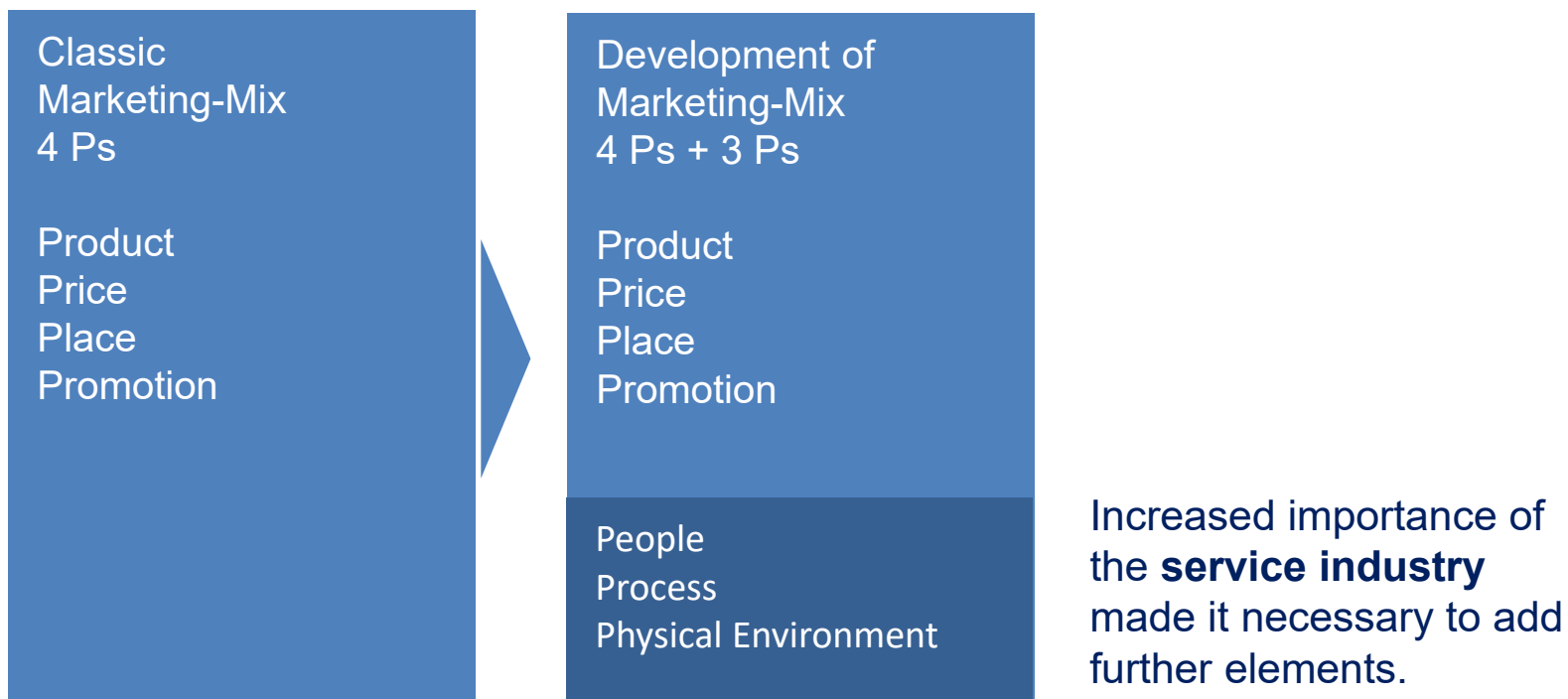


- Sportive and athletic
- Technology meets design
- Active shaping the future

- A partner that enhances people's athletic life style.

- I am an athlete
- I am brand conscious
- I am cool

Marketing Mix – changing over time

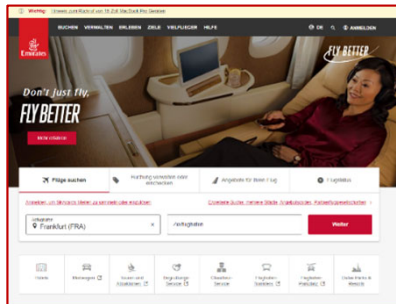
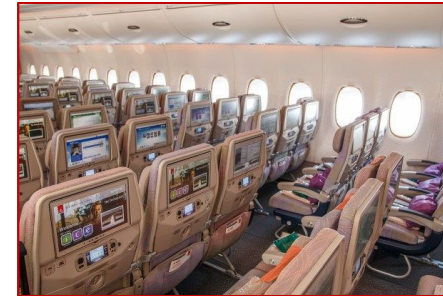


Source: Kotler, Keller, 2012, p. 47; Wirtz, 2016, pp. 29–33; Kotler et al., 2017, p. 49f.

Passenger transportation service



Passenger transportation service



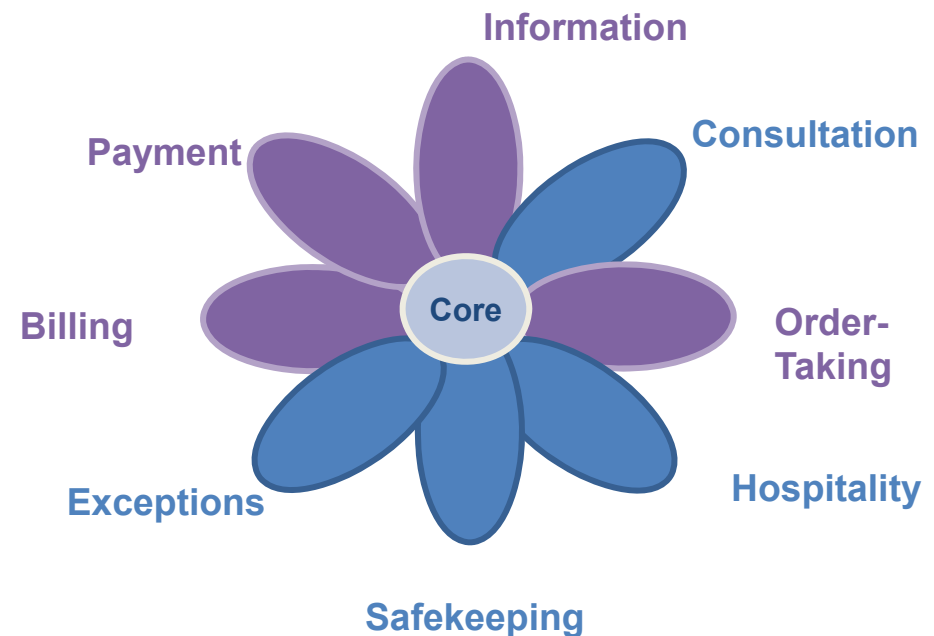
The flower of service

The flower of service consists of a **core service** and a range of **supplementary services**

8 clusters of supplementary services:

Facilitating service: service delivery or help in usage

Enhancing services: add extra value



Why is btb marketing different?

Business marketing is concerned with the marketing of goods and services to organizations.

The **key distinguishing element** is

the nature of the customer rather than
the nature of the product.

Business customers create value for their own customers (derived demand).

=> The business marketer must define the ‚value‘ in terms of helping the customer to provide value for the ‚customer’s customer‘.

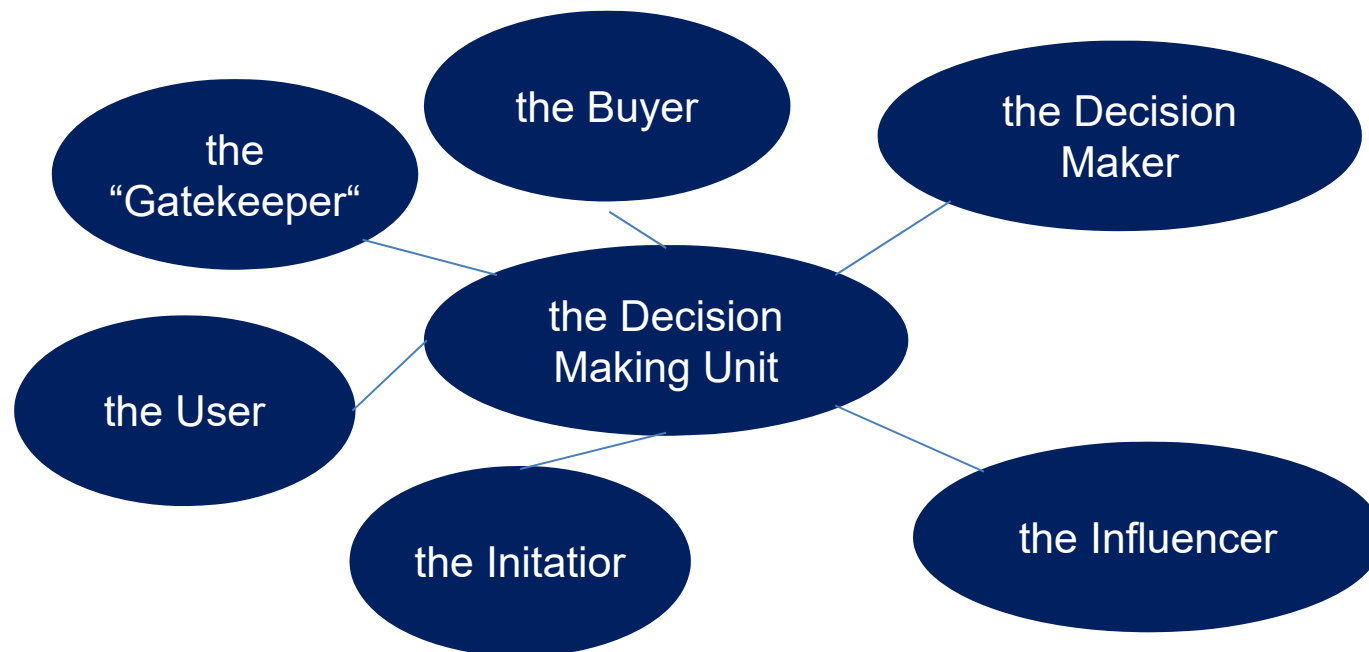
Source: Brennan, Ross; Canning, Louise; McDowell, Raymond (2010): Business to Business Marketing.



Mentimeter

Kahoot!

Different roles within the purchasing process in BtB

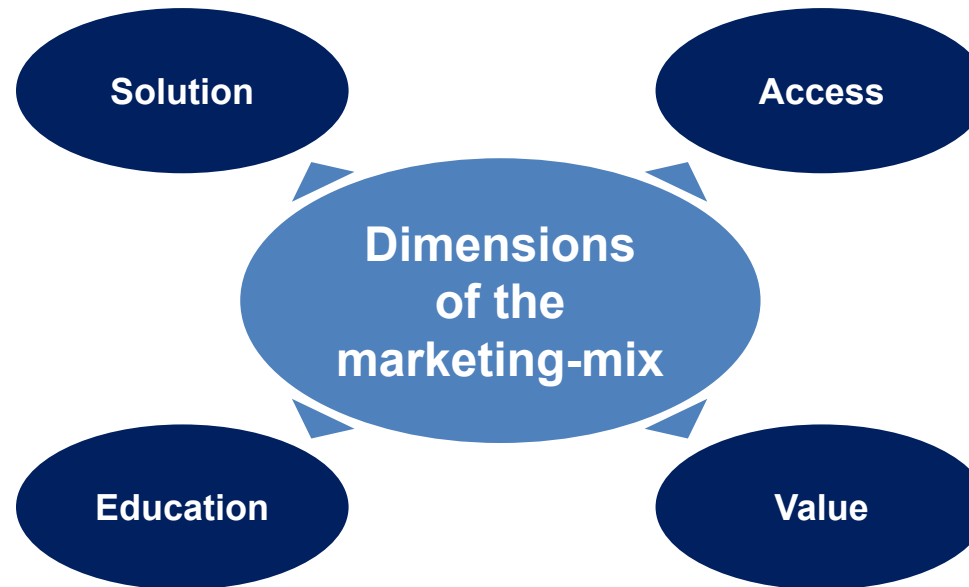


Source: Brennan, R.; Canning, R., McDowell, R. (2014): Business to Business Marketing, P. 43..

BtB implications for the 4 Ps: SAVE

- Products / services can be technically complex
- Customized to user preference
- Delivery, availability and connected services are very important

- Emphasis on personal selling, dialogue and
- Information relevant at each point to the customer



- Shorter, more direct channels in use
- Cross-channel access
- Organization involvement as part of the supply chain

- Complex purchasing process or Competitive bidding, depending on purchase type

Source: own representation combining Vitale, R.; Giglierano, J.; Pfoertsch, W. (2010): Business to Business Marketing, S. 9. and Ettenson, R., Conrado, E.; Knowles, J. (2013): Rethinking the 4P, in Harvard Business Review (Jan/Feb)..

Designing the global Marketing Program

Business To Consumer

Focus: Consumer Buying Process

Product

Classic
Marketing-Mix
4 Ps

Product
Price
Place
Promotion

Service

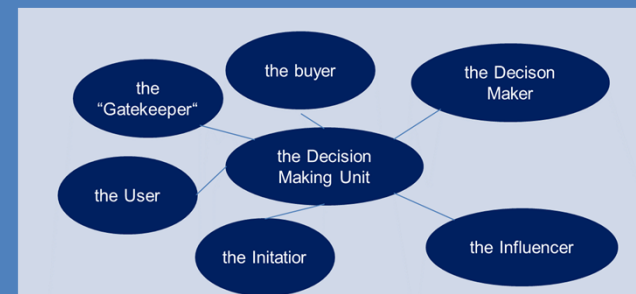
Development of
Marketing-Mix
4 Ps + 3 Ps

Product
Price
Place
Promotion

People
Process
Physical Environment

Business To Business

Focus: Organizational Buying Process



Offer: product or service

Source: Hollensen (2016): Global Marketing, p. 10.

Intern. Marketing Plan

<i>THE INTERNATIONAL MARKETING PLAN</i>		
01 SUMMARY		
02 INTRODUCTION		
03 SITUATION ANALYSIS		
04 OBJECTIVES		
05 TARGET MARKET / TARGET GROUP		
06 MARKETING MIX STRATEGY		
06.01 <i>Product</i>		
	06.02 <i>Price</i>	
	06.03 <i>Distribution (Place)</i>	
	06.04 <i>Communication (Promotion)</i>	
	06.05 <i>People</i>	
	06.06 <i>Process</i>	
	06.07 <i>Physical Environment</i>	
		07 BUDGET
		08 IMPLEMENTATION
		09 EVALUATION
		10 FUTURE OUTLOOK



Photo by
Clarisse
Meyer