



HOCHSCHULE RUHR WEST
UNIVERSITY OF APPLIED SCIENCES

Fundamentals of International Marketing

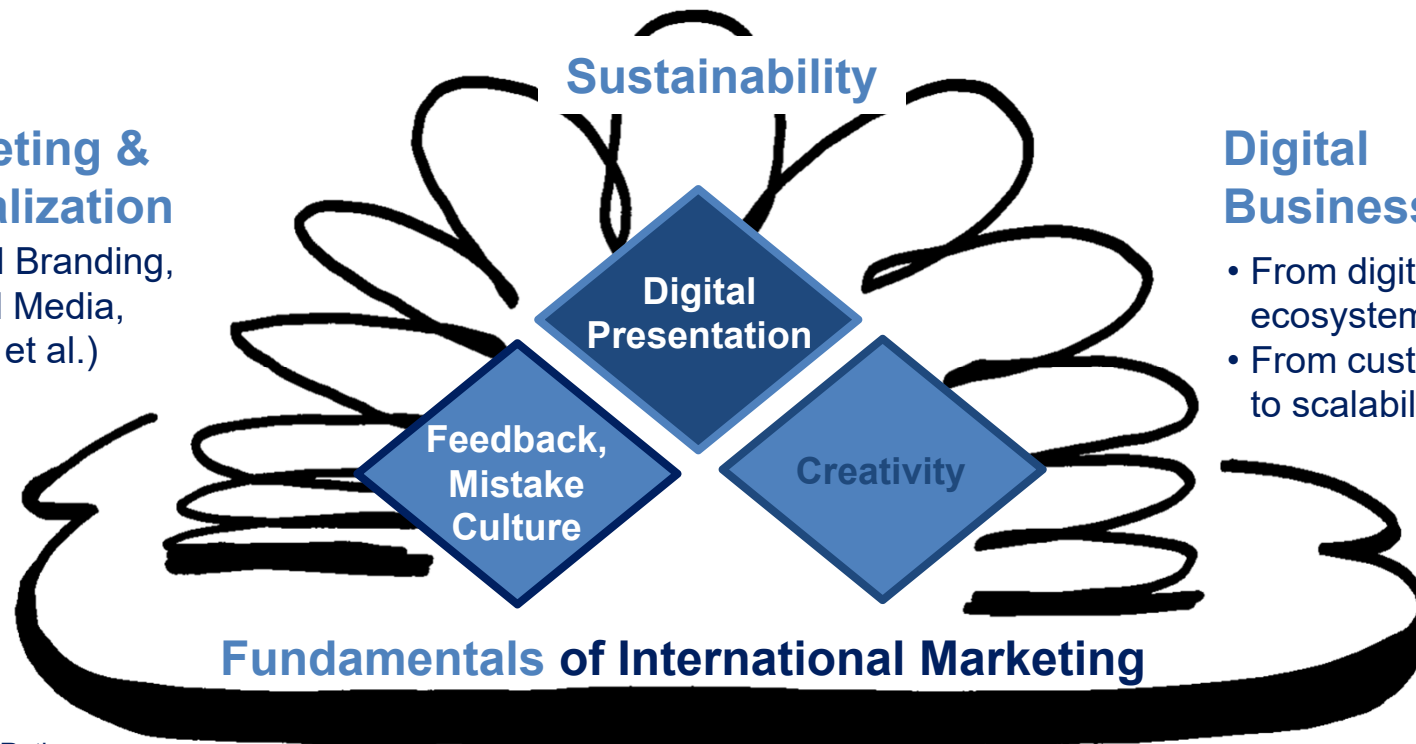
1. Overview International Marketing Process

Prof. Dr. Simone Roth

International Marketing: module structure

Marketing & Digitalization

- Digital Branding, Social Media, Alexa et al.)



Digital Business

- From digital products to ecosystems
- From customer orientation to scalability

Learning objectives Intern. Marketing

After successful completion you will be able to

... analyze and assess all stages of a **marketing plan** and **international implications** for case studies **in teams**,

... contrast and evaluate trends (esp. sustainability and digitalization) in international marketing based on a relevant **criteria set** and

... derive implications for **brands in different industries** (BtC, BtB and service) and

... defend substantiated **recommendations** for implementation **in teams**.

Intern. Marketing is relevant because ...

1. **Growth perspectives are often international.** Companies realize business prospects by entering into new countries.
2. **The business reality is in flux.** Trends will flow from East to West or vice versa.
3. **Digitalization leads to transparency** - on a global scale.
4. **Empathetic communication is key.** Capabilities to master 1 to 1 and mass communication is increasing in importance.
5. **Creating meaning delivers value.** To understand needs of all stakeholders and answer to them is one value adding task of marketing.

The internationality of companies



Definition of Marketing



“Marketing is **the science and art** of exploring, creating, and delivering value to satisfy the needs of a **target market at a profit.**

Marketing identifies **unfulfilled needs and desires.**”¹

Dr. Philip Kotler, Professor of International Marketing

1: Kotler Marketing Group (2017): „Dr Philip Kotler Answers Your Questions on Marketing”; URL: http://www.kotlermarketing.com/phil_questions.shtml#answer6

Definition of international Marketing

"The **planning, organization, coordination and control** of all corporate activities aimed at current and potential international customer markets."

Source: in accordance to Hermanns, 1995, p. 25f.

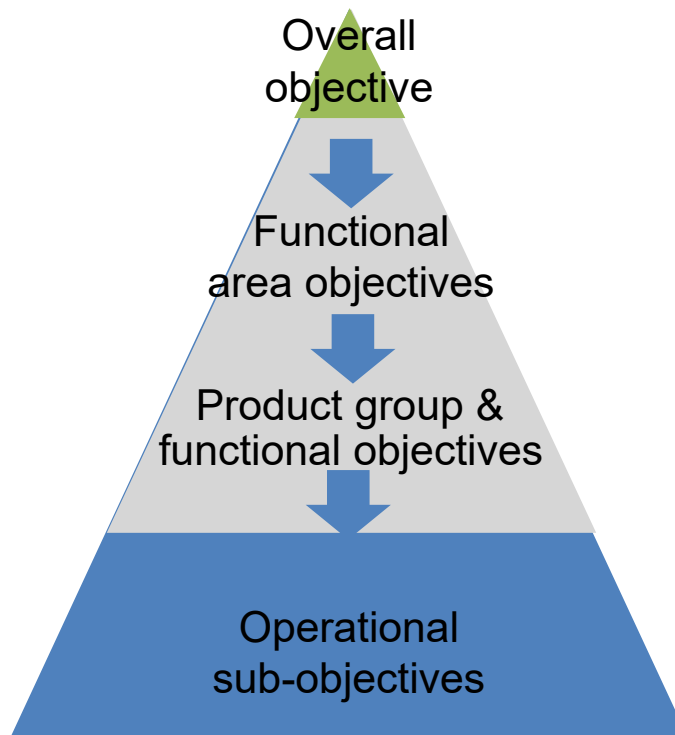
Summary: The intern. marketing planning process



Case study Nestlé



Nestlé objectives



Nestlé profit maximization

Marketing Nestlé

- Growth and expansion of the market position
- Introduction of an innovative coffee system (horizontal diversification)

Nespresso

- Establish brand awareness
- Build brand image
- Positive contribution to the quality of life of consumers in the premium sector
- Customer satisfaction and loyalty

Sources: cf. Scharf/Schubert & Hehn 2015, p. 528.

It all started with the idea of an employee

Idea of the **employee Eric Favre**

After the first prototype, it is initially not pursued
-> Nestle fears internally competition for Nescafé

In **1979** it comes to **patenting**

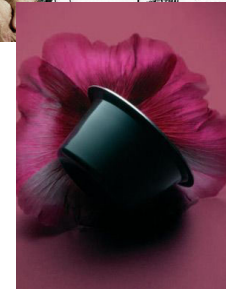
In **1986**, “Nespresso” is founded as a separate company within the group

In **1989**, however, Favre leaves the company (and develops his own products under Monodor)

Until 1993, the business **remains lossy**, product was initially not marketable - coffee makers flawed etc.



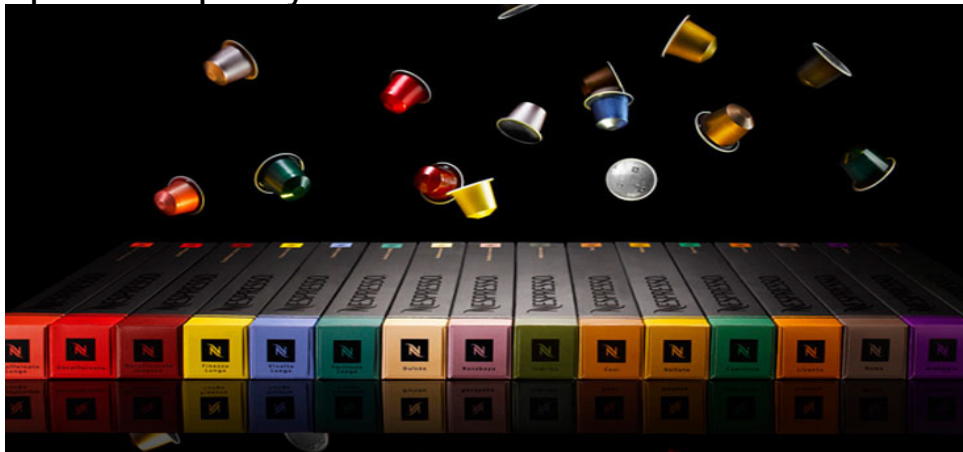

Monodor



Sources: Bedetti, 2014 Monodor SA 2016, company



high product quality/ differentiated communication/ attractive packaging/ Nespresso boutiques



Emotionally fueling the brand

1993 takeover of leadership at Nespresso by Jean-Paul Gillard
He emotionally expands the brand into a power brand, Nespresso is positioned as a premium product for brand buyers.



Sources: Scharf/Schubert & Hehn (2015), pp. 526, 527.

Nespresso: recent communication



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

Exercise – Nespresso



Design a first outline of a marketing plan for Nespresso based on the presented case study and further research.