Global Marketing

Standardised marketing mix (same)
Adapted marketing mix (change one of the 4PS)

1. Global Product

Most likely to be the same
Name can change, eg. CIF was JIF
Cultural differences need to be accounted for - India & sacred cow

2. Global Price

Varies all around the world

Depends on: standard of living
Transport costs
Taxes&tariffs
Level of competition

3. Global Promotion

Promotion must have global appeal
Sponsor world events
Olympic Games, World Cup
Must account for language, culture, advertising

4. Develop Global Channels of Distribution

Costly& difficult
Many rely on local agents&distributors
Or form alliances with distributors

Coca-Cola - different distributors in each country