

## 1.6: Why International Marketing Matters

### Learning Objectives

After reading this section, students should be able to ...

1. explain why international marketing matters to firms and marketing managers

### Why It Matters

Suppose you're in the marketing department for a highly successful snack food company in the U.S. You're in a brainstorming meeting about expanding into China, and the discussion is starting to get heated. Should you lead with your company's best-selling nacho-cheese-flavored snacks to take China by storm? Or would it be better to start out with the ranch-dressing-flavored snack instead, because it's so quintessentially American and it'd be a great way to introduce the Chinese to the tastes Americans love?

Or would something else be a better fit?

It's time to vote: your manager wants everyone on the team to name the flavor they want to lead with. What are you going to choose?

Set aside your top pick while you watch this short but very interesting video.



Video:<https://youtu.be/BA8bCNiKZsg>

You can read a transcript of the video [here](#).

So . . . how did you do? How close did you come to favorite flavors in the video? Were you in the ballpark? Are you ready for a career developing snack foods for global markets?

If you're like most Americans, your recommendation probably wasn't very close to the mark, and you're probably thinking that many of the flavors that are delicious to Chinese consumers sound a bit odd to you. Well, now you know how a lot of Chinese consumers probably feel when presented with Cheetos Crunchy Flamin' Hot Limon Cheese Flavored Snacks or Zapp's Spicy Cajun Crawtator potato chips. A little queasy.

Hopefully this scenario helps highlight some of the challenges of global marketing, as companies start selling products in other countries. How should you enter a new market? Are you offering products that consumers in other countries will want to buy? What should you do to make sure your product—and the rest of your marketing mix—is a good fit for the global customers you want to attract?

Global marketing is a complex and fascinating business. The rest of the sections will introduce key challenges, opportunities, and factors to consider when marketing to target audiences outside your home country.

## Source

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