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**SUBJECT: INTERNATIONAL MARKETING**

**SEMESTER: 8TH**

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**(Q1) (ANSWER):**

**INTERNATIONAL MARKETING KNOWLEGE :**

international Marketing Managers direct a company’s strategy and interests abroad, and may be posted in a specific foreign market.

* identify international market opportunities
* advise on the appropriate market mix (product, pricing, placement, and promotion) for various international markets
* establish relationships with local businesses in foreign markets in order to develop product branding and distribution in the location
* investigate and advise on the local conditions, including legal environments

**Education and experience**

Most marketing managers have at least a bachelor’s degree, often in marketing, advertising, or business management. Education preparing them for a global marketing career includes classes in marketing, market research, and international law. The ability to communicate in another language is especially important; therefore, a global marketing manager will want to cultivate a proficiency in a foreign language (such as Mandarin or Japanese) or learn some of several different languages. Most marketing managers will also have substantial experience in their industry, in marketing, advertising, and/or public relations.

**INTERNET MARKETING MANAGERS:**

Internet Marketing Managers develop a company’s online business.

* develop company websites in multiple languages in order to tap into the global online market
* evaluate search terms used in other languages to optimize the website for increased traffic
* develop online advertising that can immediately access foreign markets through the web, often focusing on the visual (non-language) aspects of the message
* use online data to identify opportunities for expanding the physical company’s presence in the global market

**Education and experience**

Internet marketing managers typically require at least a bachelor’s degree in marketing or a related field. Important courses in their education will include information technology, market research, communications, and consumer behavior. Internet marketing managers must have several years’ successful experience in online marketing and/or business development.

 **MARKET KNOWLEDGE RESEARCH ANALYSIS:**

Market Research Analysts gather data about foreign markets.

* use a variety of methods (including interviews, questionnaires, and statistical analysis) to gather data on a foreign market’s consumer base
* identify the demand for a company’s products and estimate the prices those products can sell at, taking into account local competition and particularities of taste
* identify the channels available for both product distribution and communications, and determine how costs in the foreign market will differ from domestic costs investigate foreign cultures; evaluating and predicting cultural responses to product messaging

**Education and experience:**

A good marketing program allows students to build a significant knowledge base and highly developed skill set in communications and management.

Effective communication is crucial to any marketing strategy, and particularly in the global market, where communication can easily go awry. Developing communications skills will be a core part of your marketing program, and will not only equip you with speech and presentations skills, but also give you a background in both organizational and cross-cultural communication. You’ll learn how to use both verbal and graphic messages, and how to tap into the values of your target audience to create a powerful message.

**(Q2) (ANSWER):**

**Similarities:**

**1. Satisfying the basic needs of the consumers is the prime importance:**

It involves to find out what the customer’s wants and how to meet their needs.

**2. Creation of Goodwill:**

It is necessary in both the markets for this:

(a) Liberal guarantees, and

(b) Sale services to the customers on fairly extensive scale.

**3. Research and development:**

It is necessary in both by research new facts are found and in the light of these facts products are improved.

**4. The technique of marketing: i.e., non-human factors such as:**

(i) Product,

(ii) Price,

(iii) Costs are similar to both the markets.

**Differences:**

Main difference between international business and Domestic business is of “Environment” in which the two take place.

**1. Sovereign Political Entities:**

Each country has right to put certain restrictions to safeguard their countries own interest,

**(i) Imposition of tariffs and customs duties:**

In this GATT (General Agreement on Tariffs and Trade) has reduced the tariff globally on regional basis. Quantitative restrictions are imposed with an intention to restrict trade in some specific commodities,

**(ii) Exchange control:**

Under this restrictions the importer is not allowed foreign exchange as required to make payment on imported goods,

**(iii) Imposition of more local taxes:**

With the object of making the imported goods more costly local taxes be imposed.

**2. Different Legal Systems:**

This makes the task more difficult as they are not sure as to which particular system will apply in their case.

**3. Different Monetary Systems:**

At present different rates are applicable to different transactions.

**4. Lower Mobility of Factors of Production:**

In-spite of the development of air transport and opening of banking the mobility of labour and capital is not as much as it is within the country itself.

**5. Differences in Market Characteristics:**

Demand pattern, channels of distribution, methods of promotion etc. differs market to market.

**6. Differences in Procedures and Documentation:**

The laws of the country and the customs of trade in each country differs, procedures differs. Businessmen have to comply the procedures and traditions.

**(Q3)(A) (ANSWER):**

**ROLE OF PROTECTINISM:**

**1. Introduction :**

We live in a world where work is considered as the necessity of which no one can shirk; For he ennobles the man while helping him to support his many imperil needs. So, to be able to survive, man must produce the economic goods he needs.. Only we know very well that the creation of industry presents a lot of risk especially of the first steps in the matter of surviving and growing and developing like others in the world. This is a protection and reorganize of the system to allow the latter to survive.

**2. Innovation and deficiencies:**

 The innovation of this paper is mainly reflected in the research perspective. This paper analyses the protection of industries from the perspective of the law and puts forward some suggestions for improvement. This shortcoming is that there is no real protection or litigation case is just a prospective of potential legal risk. The non-protection of the local industries will encounter in the practice the extinction of the local industries, including the high tariff, the invasion of the market. We know also this process will be very difficult in this world we are living now because of the market is open for all in everywhere.

**(3)Analysis of the concept of protection:**

 today we can speak of a national protection of local industries against foreign imports, while we live in a universe where we justify and increase trade and therefore relations and inter-dependencies between nations. Through the story of protectionism, the world has been marked by various changes in all areas, especially in the economic and political environment, and make the new ideologies tend to contrast long dated between free trade and protectionism.

**(4) Promotion of new industries :**

before going on the logic of the population, we see it is a good idea to promote the local industry in the area of the law. by utilizing the law regulated, sanctioned the problem in the framework of the protection of local industries to adopt certain measures which should be, which will push the industry to survive. the law may find ways to ease and flexibility which will help the local industries to develop.

**Disadvantages of Protectionism**

* **Stagnation of technological advancements**: As domestic producers don’t need to worry about foreign competition, they have no incentive to innovate or spend resources on research and RND of new products.
* **Limited choices for consumers**: Consumers have access to fewer goods in the market as a result of limitations on foreign goods.
* **Increase in prices (due to lack of competition)**: Consumers will need to pay more without seeing any significant improvement in the product.
* **Economic isolation**: It often leads to political and cultural isolation, which, in turn, leads to even more economic isolation.

**(B) (ANSWER):**

 **(a) Balance of Trade:**

It is the difference between the money value of exports and imports of material goods [called visible items or merchandise) during a year.

 Examples of visible items are clothes, shoes, machines, etc. Clearly, the two transactions which determine BOT are exports and imports of goods.

**Balance of Payments :**

The Balance of Payments or BoP is a statement or record of all monetary and economic transactions made between a country and the rest of the world within defined period (every quarter or year). These records include transactions made by individuals, companies and the government.

**Global marketing:**

Global marketing involves planning, producing, placing, and promoting a business' products or services in the worldwide market. It is the process of conceptualizing and subsequently conveying a final product or service globally. The company aims to reach the international marketing community.

**Domestic marketing:**

Domestic marketing is the supply and demand of goods and services within a single country. In domestic trading, a firm faces only one set of competitive, economic, and market issues and essentially must deal with only one set of customers, although the company may have several segments in a market.

**3 TYPES OF NON TARIFF BARRIERS:**

**Licenses:** Countries may use licenses to limit imported goods to specific businesses. If a business is granted a trade license, it is permitted to import goods that would otherwise be restricted for trade in the country.

**Quotas:** Countries often issue [quotas](https://www.investopedia.com/terms/q/quota.asp) for importing and exporting goods and services. With quotas, countries agree on specified limits for products and services allowed for importation to a country. In most cases, there are no restrictions on importing these goods and services until a country reaches its quota, which it can set for a specific time frame. Additionally, quotas are often used in international trade licensing agreements.

**EMBARGO:**  Are when a country or several countries officially ban the trade of specified goods and services with another country. Governments may take this measure to support their specific political or economic goals.