**Center University of Abd Lhafid Boussouf Mila**

***Department of Economic Sciences and Commercial and Science of Management***

**Level: Master 2**

**Text 05 :**

**Global marketing**

Global marketing is defined as the process of adjusting the marketing strategies of a company to adapt to the conditions of other countries. Global marketing is more than selling products or services globally. It is the full process of planning, creating, positioning, and [promoting products](https://www.cleverism.com/promotion-four-ps-marketing-mix/) in a global market. There are many benefits of global marketing: **(§1)**

First, it can improve the effectiveness of your product or service. This is because the more you grow, the more you learn, and the faster you learn, you become more effective at producing new product or service offerings. (**§**2)

Second, you are able to have a strong [competitive advantage](https://www.cleverism.com/lexicon/competitive-advantage/). It is easy enough for companies to be competing in the local market. Hence, if you can compete in the worldwide market, you have become a strong force in your industry! (**§**3)

Third, you increase consumer awareness of your brand and product or service. Through the internet, consumers can keep track of your progress in the world. (**§**4)

Finally, global marketing can reduce your costs and increase your savings. In focusing on other markets, you can attain economies of scale and range by standardizing your processes. (**§**5)

Companies evolving towards global marketing are actually certain stages:

1. Has the company concentrating on the domestic side, with its activities focused on their home market.
2. Has the company has realized that they need to adapt their marketing geared towards overseas. The concentration moves from multinational. Thus, adaption has become crucial.
3. Has the company creating value when it extends its programs and products to serve worldwide markets. (**§**6)

***Questions***

1. ***Answer the following questions :***
2. What is global marketing?
3. What are the benefits of global marketing?
4. Companies develop toward global marketing. How many stages do companies take?
5. ***Say if the followin statements are true or false****:*

a- Global marketing is not a process to sell products and services internationally ……………….

b- Global marketing help you to improve your products and services because the more you learn, the more you grow ……………………….

c- Global marketing increases your money and reduces your cost…………………

1. ***Find the opposites of each word :***

Weak ≠ …………………….…… (3) international ≠ ………………….. (1)

Less ≠ …………..…………….. (2)

Old ≠ ……………………….. (2)

Decreases ≠ ………………….. (4)

1. ***Find the synonyms of each word  :***

International =……………… (1)

)

Improving=………………….. (1)

Quicker =……………………… (2)

* Translate the text into Arabic ترجم النص إلى اللغة العربية

**للحفظ :**

* **Global marketing** is defined as the process of adjusting the marketing strategies of a company to adapt to the conditions of other countries.

• يُعرف التسويق العالمي بأنه عملية تعديل استراتيجيات التسويق للشركة للتكيف مع ظروف البلدان الأخرى.

* **There are many benefits of global marketing**: • هناك فوائد عديدة للتسويق العالمي:

1. To improve the effectiveness of your product or service. 1. لتحسين فعالية منتجك أو خدمتك.
2. To have a strong [competitive advantage](https://www.cleverism.com/lexicon/competitive-advantage/)2. الحصول على ميزة تنافسية قوية
3. To increase consumer awareness 3. زيادة وعي المستهلك
4. To reduce your costs and increase your savings4. لتقليل التكاليف الخاصة بك وزيادة المدخرات الخاصة بك

**Answers :**

**1- Answer the following questions :**

a- Global marketing is defined as the process of adjusting the marketing strategies of a company to adapt to the conditions of other countries

b- There are many benefits of global marketing: are to improve the effectiveness of your product or service, to have a strong [competitive advantage](https://www.cleverism.com/lexicon/competitive-advantage/), t o increase consumer awareness and to reduce your costs and increase your savings

c- there are three stages of companies develop toward global marketing.

**2- Say if the following statements are true or false :**

a- Global marketing is not a process to sell products and services internationally False

b- Global marketing help you to improve your products and services because the more you learn, the more you grow True

c- Global marketing increases your money and reduces your cost True

**3- Find the opposites of each word :**

Weak ≠ Strong (3) international ≠ global (1)

Less ≠ more (2)

Old ≠ new . (2)

Decreases ≠ increase (4)

*4- Find the synonyms of each word  :*

International = global (1)

Improving= promoting (1)

Quicker =faster (2)