Undergraduate Focus – International Marketing

“You have no choice but to operate in a world shaped by globalization. Adapt or die.”

Andy Grove, Founder, Intel.

How did Coke® capture Cambodia? Why does McDonald’s® make millions in Mecca?

Welcome to the world of International Marketing, one of the most lucrative—and challenging—fields of marketing. (See Table 1)

Globalization will play an increasingly important role in the marketing mix of the 21st century. The rise of the Internet, the emergence of the World Trade Organization, and the strength of free trade zones such as the EU and NAFTA will force all companies to develop an international marketing strategy in order to “think globally and act locally.”

International Marketers use the same tools as “domestic” marketers—product, price, place and promotion—but apply them to address unique marketing needs outside of their home market.

Thus, a global product’s branding and packaging, advertising and distribution, and sourcing and positioning must address the unique market requirements of diverse economies and cultures.

International Marketing at Stern. The New York metro area is an excellent place to pursue an International Marketing career. Many of the world’s largest global companies maintain a marketing presence in the region. And dozens of New York based entrepreneurial companies market global products and services.

Likewise, Stern alumni work in 65 countries worldwide (See Table 3)

A specialization in International Marketing at the Stern School is an excellent way to acquire the entry-level skills required by employers of International Marketers. (See Tables 2 & 4)

Likewise, an International Marketing specialization adds enormous value to a globally focused Accounting, Economics, or Finance major.

Please turn page for information on careers in International Marketing!

Table 1:
International Marketing Blunders

<table>
<thead>
<tr>
<th>International Brand</th>
<th>Local Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bardak (machines)</td>
<td>Brothel</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>Wax tadpole</td>
</tr>
<tr>
<td>Matador (car)</td>
<td>Killer</td>
</tr>
<tr>
<td>Misair (airline)</td>
<td>Misery</td>
</tr>
<tr>
<td>Nova (car)</td>
<td>Doesn’t go</td>
</tr>
</tbody>
</table>


Table 2:
Top Skills Employers Seek in International Marketers

- Adaptability to new cultures & ideas
- Data gathering & interpretation
- Experience with foreign cultures
- Foreign language ability
- Verbal & written presentation skills
- Willingness to travel frequently

Please turn page for information on careers in International Marketing!

A Career in International Marketing


“The best part of International Public Relations is that I work with many different people around the world. Likewise, I speak four languages and have been able to use these skills on the job. Most of all, I love writing and fast-paced environments. International Marketing is a great combination of these two interests.”

Melly reports that working on group projects in Stern’s competitive environment helped her prepare for the international business challenges that she currently tackles. The Strategic Marketing Planning and Management and International Marketing Management classes helped her refine her presentation skills and taught her the basics of conducting business with people from different cultures.

Melly’s Typical Day:
9:00am Arrive at office. Review “to-do” list for day. Read on-line news updates from Latin American newspapers. Send clients relevant news clippings including summaries and translations.
10:30pm Manage media requests from four journalists in three countries. Contact clients to get approvals on quotes, translations and press releases.
12:30pm Join conference call interview—conducted in Portuguese—with Brazilian client.
1:00pm Write media briefing document for upcoming client interview with Wall Street Journal Americas.
1:30pm Lunch meeting—conducted in Spanish—with editor of Poder Magazine to pitch client interview.
2:30pm Send email to Latin American colleagues to update them on upcoming client news announcement.
4:00pm Edit press release translations and distribute to colleagues in Argentina, Mexico and Brazil.
6:00pm Write “to-do” list for tomorrow. Respond to voicemail and email. Leave office.

International Marketing – The Ex-Patriate (“Ex-Pat”) Rotation

The most exciting challenge of a globally focused marketing career is the overseas, or ex-pat, assignment. While the vast majority of marketers work in their “home” office, global companies are nonetheless eager to “cross-pollinate” talented marketers via foreign rotations. Companies generally award ex-pat assignments to marketers with a 3-5 year track record of quantifiable success. Ex-pat rotations are commonly structured as follows:

- Time commitment: 2-5 years.
- Perquisites: housing, 1-2 paid trips home per year, language instruction, local & US tax preparation.
- Direct report: Country Manager of host country. Indirect report: Director of Marketing of home office.
- Key geographic growth areas: Emerging Asia (China, India), Emerging Europe (Czech Republic, Hungary, Poland, Russia), Latin America, Middle East.
- Difficulty landing an ex-pat assignment: HIGH. Stress existing foreign language skills. Consider a Peace Corp, USAID, or similar not-for-profit International Marketing assignment.

Table 3:
Sample Host Countries of Stern Undergraduates
- Australia
- Brazil
- China
- Egypt
- Hungary
- India
- Japan
- Pakistan
- Switzerland
- Tanzania

Source: NYU Stern Office of Alumni Affairs

Table 4:
Sample Employers of Stern Undergraduates
- Deutsche Bank
- Coca Cola
- L’Oréal
- Kodak
- McDonalds
- Nestlé
- Reuters
- Sony Music
- Unilever
- Virgin

Source: NYU Stern Office of Alumni Affairs