BTS COMMUNICATION ÉPREUVE ORALE D'ANGLAIS – Session 2016

Sujet 2

DOCUMENT 1

Global marketing is particularly important for products that have universal demand, such as food and automobiles. Thus a beverage company



is likely to be in more markets than say, a wooden toy company; but even a wooden toy company may find niche markets in diverse corners of the world.



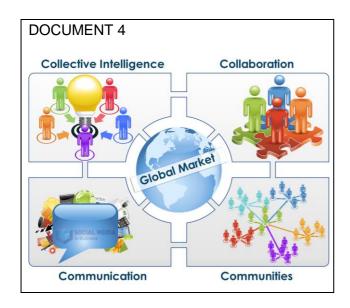
DOCUMENT 3

global marketing

Definition

The <u>process</u> of conceptualizing and then conveying a final product or <u>service</u> <u>worldwide</u> with the hopes of reaching the international <u>marketing community</u>. Proper global marketing has the <u>ability</u> to catapult a company to the next level, if they do it correctly. Different <u>strategies</u> are implemented based on the <u>region</u> the company is marketing to. For example, the menu at McDonald's varies based on the <u>location</u> of the restaurant. The company focuses on marketing popular <u>items</u> within the <u>country</u>. Global marketing is especially important to <u>companies</u> that <u>provide</u> <u>products</u> or <u>services</u> that have a universal <u>demand</u> such as <u>automobiles</u> and <u>food</u>.

http://www.businessdictionary.com/definition/global-marketing.html



DOCUMENT 5

McDonald's

We all know McDonald's is a successful global brand, so unlike its menu, I'll keep it light.

While keeping its overarching branding consistent, McDonald's practices 'glocal' marketing efforts. No, that's not a typo. McDonald's brings a local flavor, literally, to different countries with region-specific menu items. In 2003, McDonald's introduced the McArabia, a flatbread sandwich, to its restaurants in the Middle East.



Abridged from http://blog.hubspot.com/ 10-Businesses-We-Admire-for-Brilliant-Global-Marketing Written by Hannah Fleishman July 29, 2015