

# 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 2



### DOCUMENT 3

## global marketing

### Definition

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

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

### DOCUMENT 4



### 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.

**Unwrap the flavour.**

McArabia Chicken



Abridged from <http://blog.hubspot.com/10-Businesses-We-Admire-for-Brilliant-Global-Marketing>

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