

**NEWSLETTER - March 20, 2001**  
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## **Feature Paper**

### **One Size Globalization of Promotion Still an Ill Fit for Most Markets**

This paper was presented by Ed Timmerman from Abilene Christian University at the Southwestern Marketing Association in San Antonio, Texas, on March 15-18, 2001.

The question of whether to standardize the promotional campaign as part of a global marketing strategy has become increasingly more important. This paper offers Brazil as a case in point for arguing careful consideration of the culture before adopting a standardized promotion plan over a localized and adapted one.

Today, with the increasing internationalization of business, strategic thrust is a critical choice. Two international marketing philosophies represent the poles of option by which marketers may approach the task of entering and serving foreign markets: globalization and localization. The debate over which philosophy is better suited to the international marketer was sparked by Theodore Levitt's article, "Globalization of Markets" (1983). Since then, numerous articles have appeared arguing the pros and cons of both approaches (e.g., Jain 1989, Huszagh 1986, Walters 1986, Yip 1989, Thackray 1985, Boddwyn, Soehl, and Picard 1986, Lynch 1984, etc.).

To read this entire paper on promotion, visit our Web site at <http://www.sbaer.uca.edu/Research/2000/swma/00swma215.htm>

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## **Tip Of the Week**

### **"Sales Promotion"**

**Sales Promotion** refers to promotional activities other than personal and mass selling. Sales promotion activities are used to stimulate interest, trial, or purchase. Promotions can be aimed at the target consumer, middle people, or the firm's own sales force.

**Consumers:** Some of the commonly used sales promotion activities aimed at final consumers include: sales literature-brochures, banners, streamers, free samples, calendars/key chains/magnets, point-of-purchase materials, aisle displays, contests, coupons, and trading stamps. These activities usually try to increase demand or speed up the time of purchase. The store location and trade show are commonly used places of promotions. A few ideas are as follows:

- The trial size and free sample (as well as sale) can be very effective because if you can get someone to try your product or service, they may become regular customers. If appropriate, pass out free samples in front of your business. Remember that giving is getting. Give away some free appetizers, coupons, material (with company info on it).
- Another good technique in many businesses is the bounce back coupon. After a customer buys your product you give them a discount coupon, so 10%, off their next purchase by a set date, say one-week. The coupons can be made up weekly. An offshoot of this is the free goods or services after buying a set amount-like frequent mileage plans. This gets people in the habit of doing their business with you.
- The flier/brochure is also effective. For pennies apiece you may get long-term customers. Keep them to one page, folded or not. Again, the key is to sell your benefit. They can be distributed in a variety of locations: posted on community bulletin boards, handed out on street corners or in front of your business, placed under car windshields, made part of your billings or other regular mailings, placed on the counters and windows of other organizations. Your fax cover sheet can also be a form of flier. Make your business card a mini flier/brochure by using both sides of your business card; on the back state the benefits of your product.

**Middle People:** some of the commonly used sales promotion (sometimes called trade promotion) activities aimed at middle people include: price deals, promotional allowances, sales contests, calendars, gifts, trade shows, meetings, catalogs, and merchandising aids. The objective of promotions are commonly to encourage stocking new items, buying in larger quantity, or buying early.

**Sales Force:** Some of the commonly used sales promotion activities aimed at the firm's sales force include: contests, bonuses, meetings, portfolios, displays, sales aids, and training material. The objective of the promotions might be to encourage getting new customers, selling a new product, or selling the firm's whole line.

"Entrepreneurial New Ventures," Corman, Joel, and Lussier, Robert N., Dame-A Division of Thomas Learning, 2001, pages 8-21 and 8-22.

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## Conference

### ICSB World Conference

The 46th International Council for Small Business World Conference will be held on June 17-20, 2001, in Taipei, Taiwan. The annual world conference is one of the activities provided by ICSB, and organized by one of its eleven affiliates in different country each year. Usually the ICSB world conference is held in June to facilitate the participating from academic members as well as members-to-be. In recent years ICSB world conference encourages SME policy-makers from governments, SME entrepreneurs (including owners and managers), SME-financiers, and SME assistance providers to participate in its world conferences, so that participation is more representative and balanced.

For more details on the this conference, visit <http://www.smbcgf.org.tw/ICSB2001/index.html>

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## Conference

### Academy of Management Washington 2001 Conference

The Academy of Management Washington 2001 Conference will be held on August 3-8, 2001, in Washington, D.C. As we gather in the seat of one of the past century's most powerful governments, it might be time for members of the Academy to address what role, if any, governments play in management and organization. We have always been told that governments matter. They establish the legal framework and enforcement regimes that provide the frames of action for managers and their organizations. Yet there is surprisingly little scholarship or discussion among us regarding such a fundamental element of managers' and organizations' environments. This may be because governments appear to be an awkward subject for management scholars. This awkwardness may in part arise from the dual nature of government, as both threatening and supportive. On the one hand, governments threaten because they have exclusive legitimate rights to use physical coercion. They have long been associated with exploitation, unwelcome constraint, terror and corruption. On the other, governments construct the transparent rules allowing organizations to compete and citizens to organize for their interests; governments create private property enabling powerful profit-seeking incentives; and governments provide the security and protection from misfortune that overwhelm the capacity of clans and families in complex developed societies.

For more details on the this conference, visit [www.aom.pace.edu/meetings/2001](http://www.aom.pace.edu/meetings/2001)

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## Conference

### Business Development Services Training (BDS 2001) 2001

The Springfield Centre is pleased to announce its BDS Training Programme 2001, to be held at Strathclyde Business School in Glasgow, UK during August 2001.

A revival of interest among development agencies in business development services (BDS) for SME development has resulted in agreement on key principles of good practice and the development of tighter performance frameworks, mirroring earlier developments in microfinance. However, it is now clear that the main priority of organizations in the BDS industry globally is to turn this wave of interest and learning into improved practice in the design and management of effective BDS. This programme will address this need. The BDS Training Programme 2001 is a three-week course, focusing on BDS programme design and management, including the essential principles, core skills and emerging ideas of BDS best practice. Participants will also have the option of selecting from a number of elective subjects that match their specific interest areas.

For further information on this conference, visit [www.springfieldcentre.com](http://www.springfieldcentre.com)

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## Conference

### Connect Conference: Where Solutions Meet the Supply Chain

This conference will be held Lake Buena Vista, Florida, on May 23-25, 2001. This powerful educational and networking opportunity will be held only once a year and will replace the separate EC and Global Supply Chain conferences traditionally offered by the UCC. This conference has been designed to reach the entire supply chain, and cover advanced subject matters pertaining to implementation of standards of the EANUCC system. Attendees will learn how to reap the exponential benefits of integrating EC and AIDC within their business processes. Come and learn how to turn our solutions into your supply chain power!

For further information on this conference, visit <http://www.uc-council.org>

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- If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Richard Armstrong at [rea7401@cub.uca.edu](mailto:rea7401@cub.uca.edu)

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- SBANC Newsletter is provided as a service to the **Association for Small Business and Entrepreneurship (ASBE)** members and the **International Council for Small Business (ICSB)** members.
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  - If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>

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