Prompt

For this discussion, choose the specific international market that you will focus on in your final project. Describe any laws directly related to the marketing industry in that market (e.g., a ban on advertising certain products, such as tobacco, on TV).

Find a recent (less than six months old) news article online that details/describes any government intervention or changes in business processes that impact multinational corporations in a specific global market. Preferably, find an article in the global market you have chosen for your final project. Summarize the article in one to two paragraphs, making sure to cite your source and post the link to the article.

In response to your peers, provide your own opinion about the summarized article. Compare or contrast the laws regarding your market to theirs.

Answer

China is the individual international market I will concentrate on for my final project. The advertising laws is correlated with the marketing industry within China are aimed at systematizing advertising activities. In context to this regulation, internet advertising contains vast categories of actions: product marketing via text, pictures, videos and links; email ads; funded search ads; ads within commercial presentations. The essential directive is any “digital content” positioned on an online program, with the engagement of promoting a product/service, could be subject to regulation (Briefing, 2016). This new regulation, Interim Measures for the Administration of Internet Advertising, forbids online ads for prescription drugs and tobacco items. With these prohibited genres, there are other genres subject to review before they can go live: medical treatments, pharmaceuticals, food for special medical purposes, medical devices, pesticides, veterinary drugs, dietary supplements (Briefing, 2016).

Under the regulation in China, advertisers are forbidden from utilizing any unfair competition methods including interference with competitor’s advertisement displays through applications or network devices (Briefing, 2016). Comparative advertising is only authorized if there is not direct comparison to another advertiser (Rowlands & Smith, 2016). Also “celebrity endorsers can be held responsible if they endorse a product or service in an advert that contains false claims and breaches the new advertising law”, if an endorser is found ‘guilty’ they will then be banned from endorsement for three years (Rowlands & Smith, 2016). Special regulation comes to children, under the age of 10 may not be endorsers, as well as “no advertising activity should be conducted in Kindergarten, primary and middles schools" (Rowlands & Smith, 2016).

I have selected to share the news article *China Presses Its Internet Censorship Efforts Across the Globe*which examines government involvement and the impacts on MNCs such as like Facebook, Google and Mercedes-Benz in China. On March 10, 2016, it was enforced that foreign companies or foreign joint ventures operating in China will be restricted from disseminating an assortment of content online, including audio, video, text, maps, games, and animation without approval by the government (Barboza & Mozur, 2016).

Such laws move brands like Apple, which operate online platforms in China that provide and market content and services. For instance, Apple is moving data storage for the Chinese customer and in 2017 took down software that ‘skirts China’s internet blocks from its China App Store. Daimler, German carmaker, in February issued an apology after the brand, Mercedes-Benz posted an inspirational quote on Facebook’s Instagram which recognized to the Dalai Lama. While Mercedes-Benz did delete the post, Chinese authorities still blocked Instagram (Mozur, 2018).



You can read the entire news article at:

<https://www.nytimes.com/2018/03/02/technology/china-technology-censorship-borders-expansion.html>

**References**

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