

## **The impact a phenomenon such as globalization has on companies' marketing strategies**

### **The Case of McDonald's**

The world we live in today is more interconnected than ever before. Due to globalization and its lowering of trading barriers, companies are now able to expand and reach more than one market. This research is to demonstrate the impact this phenomenon has on different multinational enterprises and their marketing strategies. For this specific experiment, McDonald's will be the participant and the main focus will be two countries out of its many locations: US and China. The results will be of qualitative nature since the items being analyzed will be the countries' respective menus and commercials. A background and literature review will be conducted along with the experiment. The differences addressed will prove the challenges that McDonald's has to face when dealing with international markets. This will all be included in a poster to provide a visual idea of said research.