



GLOBAL MARKETING

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SYNOPSIS: Global marketing is an organizational products or services in the international marketplace with international standards. In that analysis purpose of global marketing is an important for present situation and need and what are all the upcoming features in global need for every products important.

Meaning of an global marketing s of an world wide scale reconciling or taking of an operational differences similarities and opportunities in order to reach the global standards in aneedof global market every products need market in local markets ,national markets and international markets In applying the international product marketing application in more than one country by companieswill across theirnational borders. In the modern world every product subject to enter the global or international technology wise joint venture tieups. International product marketing strategies marketing mix and product development of every product of global need.

Concentration of the product in international competition

*marketing strategies

*Local product offerings

*international pricing

*production with quality standards

*Advertisement with promotion of the products

*website and social media.

Evolution of the global products in international market place was transformed by shifts in trading techniques,standards and practices.The maketing changes were reinforced and retained by advanced technologies and evolving the economic relationship in amongst the companies and business organisations involved in international trade.

Elements of the products

*product

*price

*place

*promotion

*people

*processes

*physical Evidences

Product in international market

A product has to attain the minimum level of performance is placed into each and every product.in every consumer expect the product standardization.

Price is the very important key factor in marketing of products in in global markets. The product s price fixed on the comparison of the competitive product compete with the product marketed in global market. The price of the product differs based on the products production nature cost, several types of pricing strategies each tied in with an overall business plan.Target segmentations and supply demand dynamics in alongside price strategies.

Placeis refers the point of sale in a product, in every product distributing of company concentrate the where place is in the product marketed is it. A company has made analysis the product is suitable to capture of the market.

People

People maybe consider to be a companysmost valuable asset. Core value of the company such as integrity, honesty leadership, social Responsibility,drive for profit drive for product quality services are reasons behind the customersloyalty.

Processes

Process for creating and delivering products and service are intangible assets that improves the quality of the products and services.

Physical Evidences

Digital economic conditions of this modernished world all the companys provide the non physical services over the internet and online marketing of company products such as software as service. Based on the markets retail locations of the customers popularity and reach of their products and brands.

Advantages

- *Benefits of E marketing over Traditional marketing.
- *Economic of scale in production and distribution.
- *Lower marketing cost.
- *power and scope of the product.
- *consistency of Brand image.
- *Ability to leverage of ideas in quickly.
- *Uniformity in market practices.
- *Helps the auxiliary industries to setup to cater the needs of global player.

Disadvantages

- *Differences in needs and wants and usage patterns for products.
- *differences in consumer response to marketing mix elements.
- *Differences in brand and product development in products competitive Environment.
- *Differences in institutional availability.
- *Differences between administrative procedures.
- *Differences between legal Environment.
- *Differences between product placement.
- *Differences in the product placement and product distribution system.



Conclusion

As per the global marketing the company has concentrate for four things

*Trade Transactions of global trading.

*Capital investment movements.

*migration movement of peoples.

*Dissemination of knowledge.

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