



JAGATPUR P.G COLLEGE
AFFILIATED TO MAHATMA GANDHI KASHI VIDYAPITH, VARANASI



Subject: International marketing

Class: M.Com (4th semester)

Topic: International marketing-
Functions, Scope & Component.

e-content creator: Dr. Vijay Kumar Rai.

Department/Faculty: Department of Commerce

e-mail: raivijay1969@gmail.com

M:- 9450545572

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Dr.Vijay Kumar Rai
(Assistant Professor)

International Marketing.

- Introduction: International Marketing is the application of marketing principles by industries in one or more than one country. It is possible for companies to conduct business in almost any country around the world. Simply trading of goods and services among different countries. In recent times, companies are not restricted to their natural borders, but are open for international marketing. Thus organization need to respond rapidly to the customers with well defined marketing strategies.

Definition: International marketing is the multinational process of planning&executing the conception pricing items, promotion and distribution of ideas,goods& services to create exchanges that satisfy the need of individual & organizational objectives.

● **ACCORDING TO TERPSTRA VERN:**

International marketing can be defined as marketing activities carried on across national boundaries.

● **ACCORDING TO HESS & CATEORA:**

● **International marketing is 'The performance of business activities that directs flow of goods&services to consumers or user in more than one nation'.**

● NATURE OF INTERNATIONAL MARKETING.

1. Large Scale: To cope with the whole global competition in International business, all operations are conducted On a very huge level & high skill labour. Production & marketing activities are basically conducted on large level.
2. Immobility of factors: The degree of immobility of factors like labour and capital is generally greater between countries than within a country due to the immigration laws, citizenship qualifications etc.
3. Heterogeneous Market's: A cross border business is very different from one that Involves single country. The International markets lack homogeneity on account of differences in climate language, habit, customs, weights, measures etc.

4. Integration of economies: Economic integration is an arrangement between different regions that often includes. The reduction or elimination of trade barriers.

5. Overall business activities: International marketing is a part of business activities & therefore involves sales & purchase of goods & services

● IMPORTANCE OF INTERNATIONAL MARKETING:

- To expand target market if it just concentrate on domestic market. When an organization thinks globally, it looks for overseas opportunities to increase its market share.**
- To boost brand reputation with new customers and new business partners which give business an advantage also**

opportunity for networking internationally.

- Important to connect business with the world. The more places a business is, the more connection it makes with the world which is necessary for the growth of international marketing.
- Important for opening door for future opportunities, it's not only for the increase of market share and customer base, it also helps the business to connect to new vendors and a large workforce.

1. SCOPE OF INTERNATIONAL MARKETING:

1 : A BRANCH IN FOREIGN MARKET: for processing or assembling the goods according to the needs of the market.

2 -JOINT VENTURE AND COLLABORATION:

International Marketing includes establishing joint ventures and collaboration in foreign countries with some foreign firms for manufacturing and marketing.

3-LICENCING

ARRANGEMENTS: The company, under the system, establishes licencing arrangements with the foreign term whereby foreign enterprises are granted the right to use the exporting companies.

4-CONSULTANCY SERVICES: Offering as consultancy services are covered in International marketing.

5 . STRATEGIC ALLIANCE:

It's capabilities of increasing the innovative flow while boosting up the flexibility for making Responses back to the

Market and that's what makes this thing Included.

FORMS OF INTERNATIONAL MARKETING:

- Merchandise exports like that of consumer goods like rice,tea etc.
- Services export that is professional, technical or general services like that of computer software, entertainment etc.
- Project exports: Establishment of some projects in foreign country like starting a railway service by Indian Railways in foreign countries.
- Deemed exports:In this case the,goods supplied to a foreign country do not leave the

exporting country but the payment is made in India.

● COMPONENT OF INTERNATIONAL MARKETING:

- Research: Several aspect are checked like can you make direct competitor comparison? Are there labelling or disclaimer require How will the personas of your target demographic differ in a new market.
- Infrastructure:is the dry set of administrative details that you will seriously regret not attending to.Securing the top level domains before enterprising squatters_ for your company and brands.
- Product localized:In packaging club store packs are solid in typical emerging markets

are often primitive formulation labelling and even suggested use/application.

- Outbound marketing: is the set of tools that are use to broadcast message as it begin to build a following in a target market. As it has lot of step and layers of nuance.
- Communication: Requires that the message and marketing communications for the local marketing communications be appropriately tailored for the local market -almost as an element of localization.

● Questions:

● Short Questions:

● What do you mean by International marketing?

● What are the component of international marketing?

● **Long Questions:**

● **What are the scopes and nature of international marketing?**

● **Explain the importance of International marketing?**

Reference;

● **Dr.I.MSahai-International Marketing (SBPD Publishing house)**

● **Goggle (SlideShare)**

● **Wikipedia.com.**

● **www.tutorialspots.com**

Thank You



