

# International Marketing

Nature, scope and significance of  
International Marketing

According to **Kotler**, "Global marketing is concerned with integrating and standardizing marketing actions across a number of geographic markets."

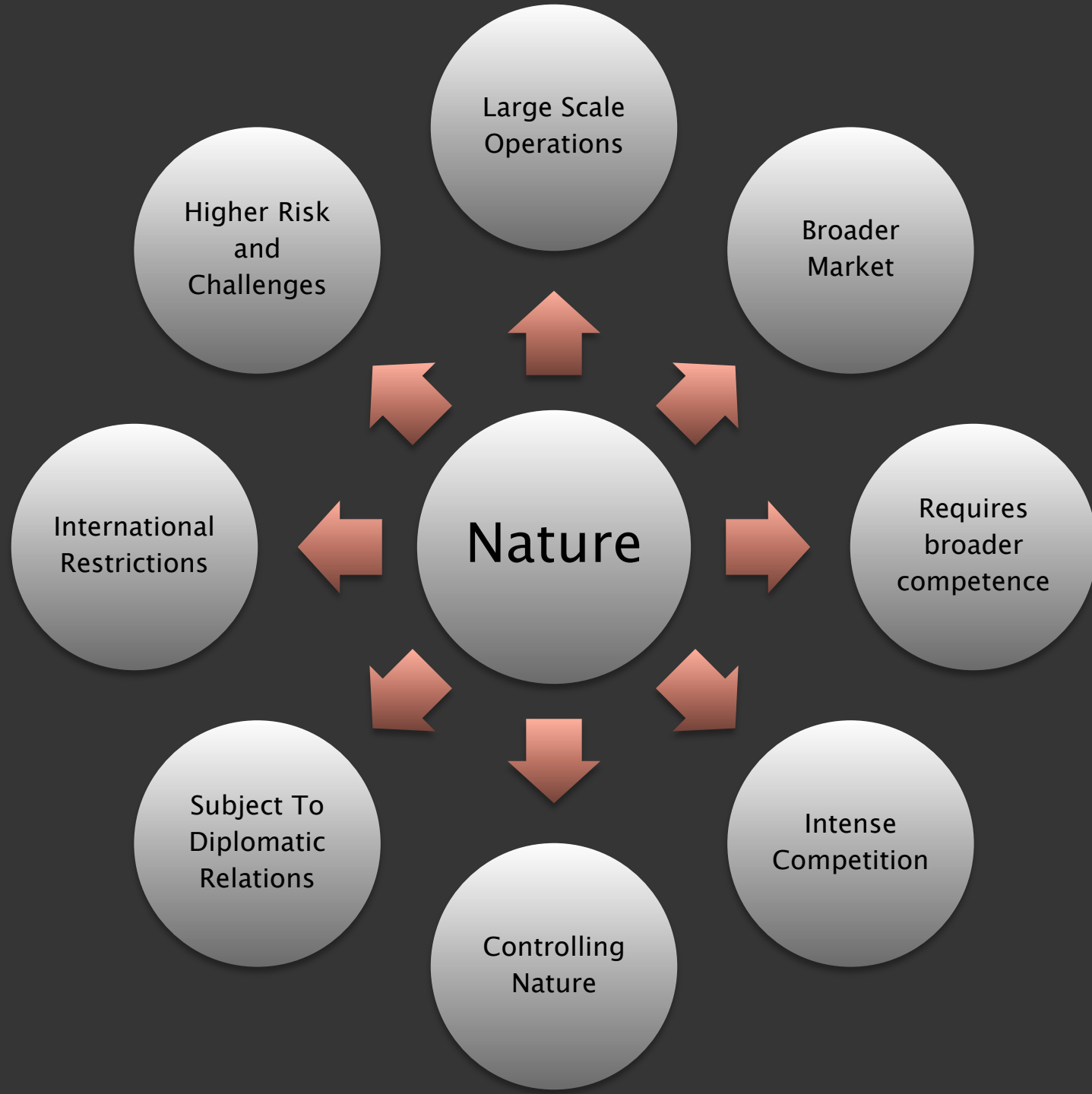
According to **Cateora**, "International marketing is the performance of business activities that direct the flow of goods and services to consumers and users in more than one nation."

**Jain (1989)** refers to international marketing as exchanges across national boundaries for the satisfaction of human needs and (5) wants.

**Terpestra (1972)** looks upon international marketing as marketing carried on across the national boundaries

According to **Cateora and Graham**, "International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit."

**Keegan (1997)** comprehends that international marketing as going beyond the export marketing and becoming more involved in the marketing environment in which it is doing business.



## Why International Marketing

The interdependence of the world economies.

The rapid growth of regional free trade areas such as EU, NAFTA, ASEAN and APEC

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The evolution of large emerging markets such as Brazil, China, India, Malaysia, Russia, etc.,

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## Scope of International Marketing

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graph TD; A[Scope of International Marketing] --- B[Import and Export]; A --- C[Re-Export]; A --- D[Contractual Agreement]; A --- E[Joint Venturing]; A --- F[Fully Owned Manufacturing in affordable manner]; A --- G[Contract Manufacturing]; A --- H[Management Contracting]; A --- I[Third Country Location]; A --- J[Third Country Location]; A --- K[Strategic alliances];
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Import and Export

Re-Export

Contractual Agreement

Joint Venturing

Fully Owned  
Manufacturing in  
affordable manner

Contract Manufacturing

Management Contracting

Third Country Location

Third Country Location

Strategic alliances



# Driving Forces of International Marketing



