

Concept of International Marketing

International marketing, referred to as foreign markets, entails promoting goods to consumers throughout the globe. In other terms, it refers to any cross-border marketing effort. This could be in the form of import/export, franchising, licensing, and online sales.

The main goal of this principle is to conduct marketing processes in more than one geographical area.

Another name for international marketing is 'global marketing.'

The decisions to do business internationally and launch an international marketing campaign could be any of the examples noted below:

- Expanding brand awareness
- Economic growth in a country
- New commerce laws
- Untapped or underserved markets
- International partnerships/joint ventures

While there are many interpretations and applications today, it all started with the four principles of marketing: **product**, **price**, **place**, and **promotion**. The extended 7 Ps version added a few more: **people**, **process**, and **physical evidence**.

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References:

2021 Scaling Partners Enterprises LTD

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<https://www.scaling.partners/resources/articles/what-are-the-principles-of-international-marketing/>

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