

Module : English

Lesson : international marketing

What is international marketing ?

International marketing refers to the process of exchanging goods and service across international borders to meet the consumers needs across the globe

Why do we need international marketing ?

Local market on its own cannot fullfill all the needs of consumers all around the world in which some products or services are not available locally

Is international marketing the same as local marketing ?

No , international marketing is more challenging in which companies must make plenty of reaserch about their target audience and the region they are dealing with which makes this market a sensitive market , because the differences of cultures , ideals , and religion makes it difficult for both the supplier and consumer to reach a compromise form