

---

# Marketing Management with Global and International Perspective

**Iqbal Shaukat**

Canadian Association of Post Doctoral Scholar, Toronto, Canada

**Email address:**

professionalstudent2020@gmail.com

**To cite this article:**

Iqbal Shaukat. Marketing Management with Global and International Perspective. *Journal of Investment and Management*. Vol. 10, No. 3, 2021, pp. 52-55. doi: 10.11648/j.jim.20211003.13

**Received:** August 1, 2021; **Accepted:** October 26, 2021; **Published:** November 10, 2021

---

**Abstract:** Marketing management is the important part of our life. Without the marketing marketing management the concept of growth cannot be completed. Humanity know about the concept of marketing very well. In the classic era the man exchange the good according to needs. In this era of globalization the marketing concept is very recognized. Marketing Management provide the road map of development. Marketing management provide the way how to way of development and promotion of product. Marketing management teach the lesson how to face the competition in the market with competitiveness. Marketing management provide the way how to make the good strategy. Marketing management knowledge is very use full for every society. Marketing management provide the theory structure how the product is designed. Marketing management provide the harmony all the segment of the product cycle. Marketing management provide the model how to increase the sales in the various ways. Marketing management is the important tool that how the product is promoted in the era of globalization. Marketing management is the importance part of society. After the globalization the marketing management become more important. Marketing management in these days have more important as compare to the previous time. After the culture of organizational business marketing management got the place in the society. In this era of globalization many tools of marketing management are very use full for development of product. Marketing management are very important for commercialization.

**Keywords:** Marketing, Sales, Management

---

## 1. Introduction

Marketing Management is the importance part of our life. Without marketing management we cannot achieve the target of sales. Marketing is the only way which provide the way of progress to the entire world. With the passage of time marketing management increase his credibility in the world profession. The concept of marketing management was present in the man naturally. Everybody want that his product should be sold on the reasonable price, therefore we can say the marketing is the integral part of world. Economy. When we study the marketing management first we should consider the concept of segmentation. Segmentation is the vital part of our marketing management. In segmentation we examine the product with demographically. When we study the demographically concept. Segmentation concept provide which product is suitable for people of other country. Marketing segmentation give the awareness and guidance

how the produce can be successful in region. The second concept of marketing management product cycle. In product cycle we generate the idea and scanning of mind. Allocate the Budget, Research and Development is the important part of product cycle. With the help of research and Development we can measure the effectiveness of product. If the research are not give good result, We can made the further steps for the improvement in the product. With the help of marketing management we can reach the good result of the product development. Commercialization is the important part of marketing management with the help of commercialization of product we can achieve the target of sales. Marketing management guide which can be situation in the marketing regarding the launching of product. There are lot of situation are faced in the marketing. perfect competition. In perfect competition every one want to achieve the market with the help of manipulation of price, This situation is very important for seller, Because he want gain in the market. Second phase

of marketing competition is monopolist competition, In monopolist competition some seller are agree on such settlement, In monopolistic competition not allow others to enter in the market. Very important thing is that antidumping approach. In which some body enter in the market with the reduce the price which is very comparatively low as compare to the other sellers. Very important part of the marketing management is that promotion of sales. Marketing management provide the tools how to increase of sales through Advertising, promotion, Marketing Management provide the way how the product can be promoted through various ways. Marketing Mix are the importance concept of marketing management. Product, place, price promotion. These are very viable tools of marketing. When we adopt this approach we can get the success in the marketing regarding the achievement of sales and promotion. Thus we can say that the marketing management is the important part of our life. If can get the achievement we can adopt the good marketing strategy and models. Marketing Management is the very fine tool for everybody [1-20].

## **2. Marketing Management with Professional Approach**

Marketing management is the important part of our concept of growth cannot be completed. Humanity know life. Without the marketing marketing management the canout the concept of marketing very wall. In the classic era the man exchange the good according to needs. In this era of globalization the marketing concept is very recognized. Marketing Management provide the road map of development. Marketing management provide the way how to way of devlopment and promotion of product. Marketing management teach the lesson how to face the competition in the market with competitives. Marketing management provide the way how to make the good strategy in the various circumstances. Marketing management provide the good structure of the market. With the help of marketing management we can design the good structure of the market, which can boost the economy. Marketing management provide the way how to promote our product. Marketing management provide the how to promote our product in this era of globalization. In the age of Business management and professionalism we can achieve the goal of economic development with the marketing management. Markrting management is very important for every country person. With the help of marketing management we can achieve the goal of good business culture. Marketing management very help full for the person, who want creat the market on the very large scale. In this era of globalization the student should get the qualifications of marketing management, In the era of devlopment the marketing management subjects is included every level. Apporximitly every university of this world are teaching Marketing management at every level. Many Professional qualifications introduced regarding marketing management, lot of student have the degree level

and Professional level qualifications of marketing management. Segemention is the important part of marketing management, with the help of segementation we can analyze the market very well. Segementation provide the technique how to launch the product. Price mechanism is the import part of global economy, with the help of price fixtation policy the Business can get the more profit as compare to the other business man. Marketing management provide the way how the achieve the terger of sales and promotion. With the help of marketing management we can face cross culturerization. Marketing management provide the path how to creat the market in other countries where the culture are entire different. Marketing management is the integreal part of the world economy. Marketing management knowledge is very use full for every socitey. Marketing management provide the theory structure how the product is designed. Marketing management provide the hermony all the segament of the product cycle. Marketing management provide the model how to increase the sales in the various ways. Marketong management is the important tool that how the product is promoted in the era of globalization. In this globalization the marketing is more important than the other fields. Marketing management provide the guidance to all the person who are directly link with the product development. Product development is only segement which are very important for every person, who are the directly link with the research and development. Resesrch and development is the important part of human life. Marketing management provide the guidance to all researches, researcher are engaged in the researcher and Devlopment. Marketing management are the Important tools all the researchers. Marketing management provide the way how to train the marketing staff with knowledge in this era of globalization. Marketing management is very important for every person engage in the product developmen and research and in the study and consultancy [1-35].

## **3. Marketing with Conceptual Approach**

Marketing management is the importance part of socitey. After the globalization the marketing management become more important. Marketing management in these days have more Important as compare to the previous time. After the culture of organizational business marketing management got the place in the socitey. In this era of globalization many tools of marketing management are very use full for development of product. Marketing management are very important for commercialization. Marketing management introduced the concept of product devlopment. Marketing management give the measurement how to capture the market in the era of globalization. Marketing management gave the concept of marketing segamentation, segamentation gave the measure how to distributed the market in the various area and races. Marketong management are very important in the acedemic and professional studies. Marketing management subject are tutored by the many universities and colleges. Many professional bodies came into being with intention of

promote the marketing management. Many teacher and professor are available in this world universities and colleges, who are giving the education of marketing [1-25].

## 4. Conclusion

Marketing management is the important part of human life. Without marketing management the goal of promotion and development cannot be achieved. Marketing management provide the way of development such people who want achieve the goal of development through heard work and knowledge. Marketing management is very important in the era of globalization. We cannot face the challanges of globalization with out marketing management.

---

## References

- [1] Twin, Alexandra (17 August 2020). "Marketing". Investopedia.
- [2] Drucker, Peter (1954). *The Practice of Management*. New York: Harper & Row. p. 32.
- [3] Lamb, Charles; Hair, Joseph; McDaniel, Carl (2016). *Principles of Marketing*. Boston, MA: Cengage Learning. ISBN 978-1-285-86014-5.
- [4] Mc Namara (1972) cited in Deshpande, R., *Developing a Market Orientation*, Thousand Oaks, CA, Sage, 1999, p. 11.
- [5] McCarthy, Jerome E. (1964). *Basic Marketing. A Managerial Approach*. Homewood, IL: Irwin.
- [6] Hester, Brittany (9 April 2019). "Marketing Strategy: Forget the 4 P'S! What are the 4 C'S?" CATMEDIA Internal Communication. Retrieved 8 November 2019.
- [7] "What is Marketing Environment? definition and meaning – Business Jargons". *Business Jargons*. 25 August 2015. Retrieved 8 November 2017.
- [8] Market Research is a subset of Marketing Research"Difference Between Market & Marketing Research". 24 September 2019. Market Research is a subset of Marketing Research.
- [9] "The Marketing Research Process | Principles of Marketing". *courses.lumenlearning.com*. Retrieved 15 November 2019.
- [10] Stanton, William J (1984). *Fundamentals of marketing*. McGraw-Hill.
- [11] Julie Bosman (10 March 2006). "For Tobacco, Stealth Marketing Is the Norm". *The New York Times*.
- [12] Hunt, Shelby D. (July 1976). "The Nature and Scope of Marketing". *Journal of Marketing*. 40 (3): 17–28. doi: 10.2307/1249990. JSTOR 1249990.
- [13] Bagozzi, Richard P. (October 1975). "Marketing as Exchange". *Journal of Marketing*. 39 (4): 32–39. doi: 10.2307/1250593. JSTOR 1250593.
- [14] American Marketing Association, *Definitions of Marketing*, approved 2017, accessed 24 January 2021.
- [15] Pomeroy, A., Noble, G. and Johnson, L., "A Sustainability Roadmap for Contemporary Marketing Education: Thinking Beyond the 4Ps", 2008, accessed 25 January 2021.
- [16] Jenny Darroch, Morgan P. Miles, Andrew Jardine and Ernest F. Cooke, *The 2004 AMA Definition of Marketing and Its Relationship to a Market Orientation: An Extension of Cooke, Rayburn, & Abercrombie*, *Journal of Marketing Theory and Practice*, Fall, 2004, Vol. 12, No. 4 (Fall, 2004), pp. 29-38, accessed 25 January 2021.
- [17] Kotler, Philip (1980). *Principles of marketing*. Englewood Cliffs, NJ: Prentice-Hall. ISBN 0-13-701557-7. OCLC 5564799.
- [18] Kotler, Philip; Gary Armstrong (2018). *Principles of marketing (Seventeenth ed.)*. Hoboken. ISBN 978-0-13-449251-3. OCLC 954203453.
- [19] Paul H. Selden (1997). *Sales Process Engineering: A Personal Workshop*. Milwaukee, WI: ASQ Quality Press. p. 23.
- [20] Paliwoda, Stanley J.; Ryans, John K. (2008). "Back to first principles". *International Marketing – Modern and Classic Papers (1st ed.)*. p. 25. ISBN 978-1-84376-649-0. Retrieved 15 October 2009.
- [21] "Marketing library resources – content, knowledge databases". CIM. Retrieved 16 March 2017.
- [22] Subin, Im (2004). *Market Orientation, Creativity, and New Product Performance in High-Technology Firms*. *Journal of Marketing*. pp. 114–132.
- [23] Zhou, Julie. "The Science of Marketing". *Forbes*. Retrieved 16 June 2017.
- [24] "10 Steps to Creating a Marketing Plan for Your Small Business". *Dummies*. Retrieved 27 September 2017.
- [25] NetMBA.com. "Marketing Concept". *www.netmba.com*. Retrieved 8 November 2017.
- [26] Weeks, Richard; Marx, William (Autumn 1968). "The Market Concept: Problems and Promises". *Business & Society*. 9: 39–42. doi: 10.1177/000765036800900106. S2CID 154456073.
- [27] Hague, Paul N.; Hague, Nicholas; Morgan, Carol-Ann (2013). *Market Research in Practice: How to Get Greater Insight From Your Market*. London: Kogan-Page. pp. 19–20.
- [28] Smith, W. R. (July 1956). "Product Differentiation and Market Segmentation as Alternative Marketing Strategies" (PDF). *Journal of Marketing*. 21 (1): 3–8. doi: 10.1177/002224295602100102. S2CID 49060196. Archived from the original (PDF) on 20 February 2019.
- [29] "What Comes Next? Survey Analysis and Segmentation", *Discover the Future of Research*, Wiley, 12 January 2017.
- [30] Ahmad, Rizal (May 2003). "Benefit segmentation". *International Journal of Market Research*. 45 (3): 1–13. doi: 10.1177/147078530304500302. ISSN 1470-7853. S2CID 220319720.
- [31] Du Plessis, D. F. *Introduction to Public Relations and Advertising*. p. 134.
- [32] Business News Daily Editor, Exp. "What is B2C?". *Business News Daily*. Retrieved 16 April 2020.
- [33] Tarver, Evan. "Customer to Customer – C2C". Investopedia. Retrieved 16 April 2020.

- [34] Kohli, A. K. and Jaworski, B. J., "Market Orientation: The Construct, Research Propositions, and Managerial Implications," *Journal of Marketing*, Vol. 54, April 1990, pp. 1-18.
- [35] Narver, J. C.; Slater, S. F. (1990). "The Effect of a Market Orientation on Business Profitability". *Journal of Marketing*. 54 (4): 20-34. doi: 10.2307/1251757. JSTOR 1251757.