



Importance of Marketing Essay

Advocates of marketing have been differentiating domestic and international marketing over the past centuries. With the concept of multi cultural marketing, the need to differentiate these two concepts may no longer be of deep emphasis. The world where we live in is diverse. It is full of different peoples coming from different cultures with different perceptions and buying preferences. Reaching out to these consumers may pose obstacles and challenges to companies who wish to introduce their products and services in the world market.

Marketing plays a big role in this endeavor. It is a crucial aspect in every business organization because it addresses the way products are introduced and sold in the market. Peter Drucker (1974) defined marketing as a central dimension of the entire business seen from the point of its final result, which is from the customers' point of view. Concern and responsibility for marketing must permeate all areas of the enterprise. Whether business organizations market their products and services in the domestic market or internationally, the basic concept of marketing will still be applicable.

Strategically, the business must be centered on the customers more than the products. While products are also crucial, the buying public still has their personal preferences. If you target more of the customers' needs and wants, they will come back time and again and even bring along new potential customers. If companies push more on the products and ignore their wants and the benefits they can get, these organizations will lose customers in no time. The sad thing is that getting these customers back is the most difficult part (Exforsys Incorporated, 2010).

Differing views of marketing based on different perspectives "A good product will sell itself" – production perspective "Creative advertising and selling will overcome consumer resistance" – sales perspective "The consumer is king, find a need and fulfill it" – marketing perspective Domestic Marketing According to investor world, domestic marketing is the part of a nation's market that represents the systems of trading securities of entities located within that nation. Domestic marketing means selling within one's own country.

Generally, this is the first area where business organizations seek to market their products or services. The domestic market is often the easiest place for companies to launch their products because the market, geography, demographics, customer needs, tastes, and distribution methods are common. The four P's of marketing – product, price, place, and promotion – are often easier for companies to determine within the domestic market (LoveToKnow Corp. , 2009). International Marketing International marketing means to offer one's goods or services worldwide.

The flow of goods or services to consumers or users are planned, priced, directed, and promoted in more than one nati

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Terry C. Jones



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