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Global Marketing

**Marketing Management in Global Marketing**

Throughout the past decade, an extensive deliberation was made whether homogenization of the consumer taste permits the standardization of the marketing mix. The essence of global marketing underpins the standardized marketing ventures, strategic collaboration across markets and global integration of international practices. For instance, the renowned global brands in the United States have advanced to meet the universal needs and values of the consumers. MTV with the youth culture, Nike adhering to athletic performance and the youthful optimism of Coca-Cola are the primary manifestations of the global marketing that further extends beyond products. The elimination of the competitors is also a critical aspect of the fundamental principles of global marketing. One of the prominent distinctions in the paradigm of global marketing is between the developing and developed or emerging markets as Russia, India, South Africa, Brazil and China. BRICS is an explicit illustration of profound marketing management of these global entities.

In addition, several factors contribute to enhancing the potential of marketing management. The organization ought to decide the time span and the pace to expand among the global market. KFC is the epitome of such an organization that harnesses the exposure across the global market vested in the strategic market entrance and management. Moreover, a diverse set of marketing management can be deployed to accomplish the stipulated marketing goals. Instead of expanding the brand in other states, many organizations proceed to acquire the domestic brands to strengthen their portfolio in the start(“Kotler & Keller Marketing Management, 15th Global Ed. (2016) | Ludhimila Martins - Academia.edu,” n.d.).

Besides, the ultimate goal of global marketing management is gaining competitive advantage, sustainable expansion and strengthening market dominance. The following are some of the critical strategies deployed by several markets: expanding in a dispersed vs. concentrated manner or have an independent vs. integrated operation. The niche and the brand hold significance but to a minimal extent. Primarily, the vigorous nature of competition, planning necessities and market-entry ventures are the essential options from a global perspective(Education, n.d.).

**Global Marketing Management of Apple**

The socio-economic factors play an instrumental role in the advancement of the marketing management of several companies. Apple is one of the renowned brands in the world with potential and product marketing management strategy. The primary target of Apple remains to be the acquisition of customers harnessed through the principles of global marketing management. The B2B marketing model was persistently followed by the organization to target the specific industry instead of targeting the products. In addition, the controlled pricing is also an essential feature of the strategic decision making of the organization. For instance, a uniform policy is pursued throughout the global market by the policymakers of the organization. The new Apple products are rarely released with a deep discount on Black Friday. The deliberated marketing strategy is the leveraged pricing of the Apple marketers used as an instrument to convey the product in the same manner as the luxury retailer. The organization had managed to effectively change the marketing strategy as per the changing trends in the global market(“International Marketing | What is International Marketing?,” n.d.). Furthermore, the brand has harnessed the simplest and perfect marketing strategy with support functions, stripping down the advertisement to fundamentals and self-explanatory traits. The core principle of simplicity is to establish the products as easy as they can be made so even the non-experts across the world can exploit them.

**Question to Respond**

What is the future of contemporary global marketing strategies?

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