

## ANALYSIS OF MODERN INTERNATIONAL MARKETING

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Today, international marketing is an integral part of the entire marketing system. The basis of international marketing are the factors of spatial and geographical order associated with the activities of enterprises in foreign markets.

By itself, marketing is a very important catalyst for external economic cooperation in the modern world. Among organizations that are engaged in marketing activities, it is necessary to identify international and national marketing associations that carry out international marketing of goods and services.

International marketing began to develop at the same time with traditional forms of marketing, although not quite in the form in which it is today. One of the main roles in the development of international marketing, its theories, methods and practices is played not only by companies and firms engaged in marketing activities, but also by international organizations specializing in this field. The largest and most famous of them are the European Society of Marketing Research Professionals (ECOMAR) and the International Marketing Federation (IMF).

International marketing is important, because in the conditions of globalization processes and trends, enterprises enter into the international markets, which means that they cannot limit themselves using only marketing tools they have applied before, even under the condition of a certain modification of them. Today, the main task for the subjects of international economic relations is the development and implementation of new strategy to stimulate the demand to increase revenues and overcome the problems arising from the very rapid development of international economic relations and international trade.

International marketing is spread not only on purely trade operations, but also on other areas of external economic communications: creation of joint ventures, scientific and technical information exchange, providing of transportation, insurance, travel and other services; international operations for leasing etc.

Today's model of international marketing can be called industrial-investment. It has undergone qualitative changes, has risen to a more developed level. International marketing is now seen not only as a multinational, but also as a global one.

The role of modern international marketing in the development of the world economic system is determined by the fact that the globalization of the world economy has reached the level at which the need for internationalization of infrastructure elements of its provision arose, the creation of a management system that dynamically reproduced and regulated economic processes at all levels

The main activities in marketing are based on knowledge of markets and their differences, and international marketing isn't an exception. There are no fundamental differences between marketing research of domestic and foreign markets: in both cases, the same principles and methods of research are used.

International marketing is an independent branch of the enterprise's activities when it enters into foreign markets, which is necessary to be able successfully compete and meet its own goals and profit in the world market. With the development of globalization, the task of marketing has changed, and its using in conditions of high competition and unstable markets allows firms significantly increase the economic efficiency of their activities.

Analyzing the active globalization processes that happen in the world market, the following trends can be distinguished:

1. It is noted the coordination and integration of various types of activities throughout the world economy.
2. The sphere of services, which grows rapidly and enters practically in all the stages of external economic transactions, becomes more important.
3. The variety of forms of goods leads to a multiplicity of prices for them.
4. There is an intensification of the protective function of international marketing, which is not to maximize sales of high technology products, but deter it to competitors.
5. Strategic decisions on the distribution channels acquire a certain new specificity. For example, appeared such strategies as «value creation system», «customers of their customers», etc.

Based on these trends, we can say that international marketing has clear prospects for development. This include even greater integration of international marketing into world trade relations, that will be possible due to the further development of globalization and the opening of borders.