

THE PERCEPTION OF UNIVERSITY STUDENTS TOWARD GLOBAL MARKETING

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Abstract

The aim of this research is to evaluate of people or university students in global marketing, to understand about global marketing. This paper provide increase the effectiveness of global marketing managers in making the tactical adaptations necessary to develop and implement global marketing strategy in an increasingly complex and dynamic market place, it suitable for the student.

Keywords: Global Marketing, perception, student

INTRODUCTION

Marketing nowadays very important as many communities are now in business and need a good marketing to market their products so well-known. For that I chose this title for a study on the marketing of these in more depth later. According to S. Carter defines marketing as: "The process of building lasting relationships through planning, implementing and controlling the concept, pricing, promotion and distribution of ideas, goods and services to create exchanges with the needs and objectives of individuals and organizations". Tenants long held marketing is customer value, competitive advantage and focus. It may be that the organization needs to study the market, develop products or services that meet customer needs and wants, developing the "right" mix of marketing and grifty own objectives and provide customer satisfaction on an ongoing basis. Malhan, it became clear in the 1980s that this definition is too narrow marketing. Preoccupation with tactical operations in the marketing mix led to the neglect of long-term product development, so "Strategic Marketing" was born. The focus is the step from knowing everything about the customer, to know customers in the context of which include competition policy and government regulation, and economic, social and political wider macro power that shape the evolution of the market. In terms of global marketing means forming alliances (relationship) or develop the network, to work no relationship with superiors to compete to get better marketing. . I choose 20 article to do a research. In 20 some article talk about implementation, strategy and trends of the global marketing

ISSUES

In this paper, we identify several issues regarding to the use of global marketing. Based on my observation from the previous study, there is still some confusion occurs in terms global marketing:

- Some people have no idea and how to use strategies in marketing.
- People don't know the benefits of marketing nowadays
- People not know how to choice of brand name is an important issue in global marketing
- Securing enough budget for marketing promotion.
- Identifying the right technologies needs for people in global marketing
- Identifying a true market need

RESEARCH QUESTIONS

- What are the global marketing?
- What are the differences between the online marketing and traditional marketing?
- What are the suitable marketing can use in promotion?

RESEARCH OBJECTIVES

The aim of this paper is to explain and possibly, provide some steps or ways to be a good in marketing. In order to achieve this aim, I have identify the sub-goals of this research:

- To show how important global marketing now days
- To facilitate the students and teachers in doing marketing as are part time job
- To lay out the strategy in using the marketing

LITERATURE REVIEW AND PROPOSED FRAMEWORK

A comparison between articles in this chapter to enhance better view for this task. Through the comparison is the perspectives of implementation in global marketing, the strategy in marketing and trends issues in doing marketing. Many article it good for marketing can we choose in doing marketing. In 20 articles that I choose, its talk some about sub-topic such as implementation, strategy and trends. This article good for review and doing research. For example article marketing framework in higher education Addressing aspirations of students beyond conventional tenets of selling products according to Ramachandran (2010), it focusing in hoe to marketing framework has influenced various aspects of HE management and its implication to dealing with student issues. Other article focusing on global marketing segmentation usefulness in the sportswear industry

Firstly we review about implementation, According to Gruber (2004) and Morris (2002) article written by Mort (2010), the key is to follow the growing evidence that marketing is the key to the success of new firms, the marketing research of entrepreneurship (EM) has grown significantly over the past two the past decade. Another article tells about the implementation goal is to try to champion it a theoretical framework that combines access global industrial marketing management from the perspective of cognition. Industry marketing is often very complex compared to consumer marketing. For example, consider buying industry, an important management activities in the context of industry marketing. According to Ramachandran (2010), whose purpose is to reflect how marketing framework has changed many aspects of the management of higher education (HE) and its implications for dealing with student issues. In the past, marketing was the jargon of the business world, foreign institutions of higher learning (IPT). IPT role is to serve the country.

After we review about implementation, we proceeds to next topic strategy , according to Griffith Hoppner (2013), the aims are, for this model fatherly identify identify set soft skills that have the ability to enhance the effectiveness of global marketing manager divided coordinate tactical need to develop and implement a global marketing strategy in the market an increasingly attractive market.. Shows the importance of the topic, researchers have identified a large force to study how these elements influence the performance of global marketing strategy firm. According to Montana Petit and McKenna (2014), the aims are to identify the challenges and marketing executive development needs of the future as revealed in surveys of senior marketing executives, chief marketing officers and CEOs of major corporations in the USA and globally. The marketing executive is the new key figure in industry so stated an article in News Front magazine which emphasized the importance of finding and training the right people for the marketing team. According to Wood (2012), the aims are to to critically evaluate the state of social marketing in the light of the Second World Social Marketing Conference. According to Onyemah and Akpa (2015), the aims are, the state of art lighting open-air market (OAM), a little-known phenomenon that is highly desired in the consumer packaged goods industry in Africa. Research marketing channel has recognized the strategic importance of managing the relationship of the people involved in the function toward making the product available to the end user in the right situation in place, right time.

Lastly we evaluate about trends, t for the trends according to Budica¹ and Dumitru-Traistaru (2015), the aims are to its own special concerns of environmental marketing. Studies are beginning to make themselves consideration in terms of the impact of the crisis on the activities of environmental marketing. Some articles aim is to focus on the traditional method of using the social media era. Social media is a cost-effective marketing tool, but libraries still need to market in traditional media. Social media is not intended to replace the same real-world marketing others too, whose purpose is to provide knowledge on what social marketers see as trends, issues and opportunities inherent in social marketing globally. According Daiko (2015) goal is to study the

dramatic growth in the number of meetings and materials published exploring the destination branding and marketing since 15 years ago. It shows some sub-branches in the field and will be a significant thematic instruction based on changes that can be seen in the content and structure is now well-established discipline. The main intent of exploring further is to combine several key trends that are expected in the development of next-generation STM model to draw particular attention to the issues currently experienced by one of the emerging markets, Russia. According to Watson IV. et. All. (2015), the aims are to present a multidimensional view of marketing channels, the authors evaluate extant literature from four perspectives, key theories and constructs, marketing channel strategies, units of analyses, and substantive topics in channels research

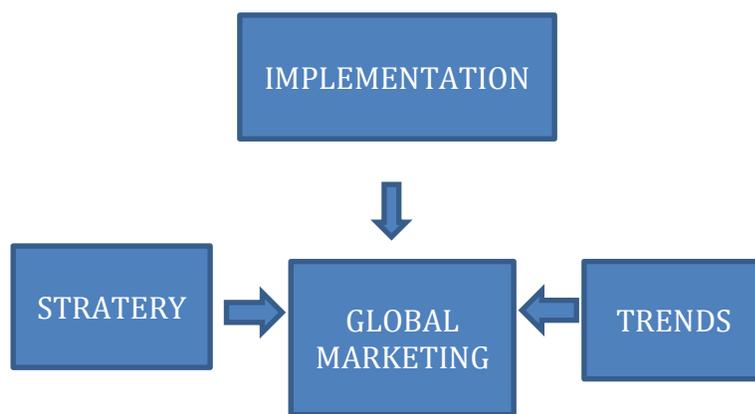


Figure 1. Research Framework.

CONCLUSION

Based on the framework, our main topic is global marketing perception of university students. To be broad, this topic covered three main point included implementation, strategy and trends. These main three points discussed in depth about their role, differences, modification and other types of discussion in each points. In term if implementation, it describes about implementation in marketing. On the other point, the strategy point that covered in how do a good in marketing, what strategy should follow in marketing? This literature review covered the trends in marketing. In depth, all of these sub points provided more information and explanation about marketing which makes users comfortable who aimed to complete their task when doing marketing. Therefore, all of the points and sub points in this framework came as roots from the main topic itself and linked each other to show a strong writing.

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