

Title: Global Marketing Management of Dji's Mavic Series Drones
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ABSTRACT

Today, the drone industry has gradually expanded from military applications to the consumer markets and has become one of the world's most promising emerging technology industries. Researchers projected that the global drone market will reach \$55.8 billion by 2030, with a compound annual growth rate exceeding 14%. As a result, with the rapid expansion of the consumer drone market, DJI has achieved significant global market share with its Mavic series. The Mavic series, with its core advantages of portability, image quality, and intelligent functionality, has become a representative category of consumer drones.

This study explores the marketing management strategy of the DJI Mavic series in the global market through a case study. Combining SWOT analysis with the 4P model, it reveals the company's successes and potential challenges in product innovation, channel expansion, brand communication, and global operations. The study finds that DJI demonstrates a combination of advantages in global marketing, including differentiated pricing, localized channel partnerships, and community-based marketing. However, the company also faces challenges such as regulatory oversight, cultural

differences, and competitive pressure. This study offers valuable insights for Chinese high-tech companies seeking to expand globally, particularly in terms of marketing management and international branding strategies.

Keywords: DJI drones; global marketing management; SWOT analysis

