

UWUCC App 4-24-02 ~~02-74~~ 01-74
 Senate App 9/3/02 01-74
 (10)

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours)

Existing and Special Topics Course

Course: MKTG 430 INTERNATIONAL MARKETING

Instructor of Record: MADAN BATRA phone: 7-5776 e-mail: batra@iup.edu

Step One: Attach signed Budget Approval Form to this form.

Step Two: Department or its Curriculum Committee

The committee has reviewed the proposal to offer the above course using distance education technology, and responds to the CBA criteria as follows:

- | | | | |
|----|--|---|-----------------------------|
| 1. | Will a qualified instructor teach the course? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. | Will the technology serve as a suitable substitute for the traditional classroom? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. | Are there suitable opportunities for interaction between the instructor and student? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. | a. Will there be suitable methods used to evaluate student achievement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| | b. Have reasonable efforts been made to insure the integrity of evaluation methods (academic honesty)? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

5. Recommendation:

Positive (The objectives of the course can be met via distance education.)

Negative

[Signature] 12 Jul 02
 signature of department designed Date

If positive recommendation, immediately forward copies of this form and attached materials to the Provost and the Liberal Studies Office for consideration by the University-Wide Undergraduate Curriculum Committee. Dual-level courses also require review by Graduate Committee for graduate-level offering. Send information copies to 1) the college curriculum committee, 2) dean of the college, and 3) Dean of the School of Continuing Education.

Step Three: UNIVERSITY-WIDE UNDERGRADUATE CURRICULUM COMMITTEE

Positive recommendation

Negative recommendation

Gail S. Sechrist July 24, 2002
 signature of committee chair Date

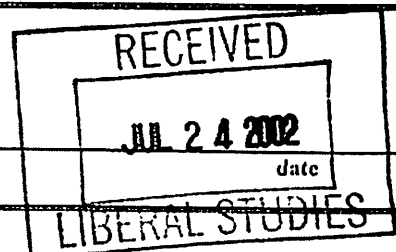
Forward this form to the Provost within 24 calendar days after receipt by committee.

Step Four: Provost

Approved as distance education course

Rejected as distance education course

signature of Provost



Step Five:

Forward materials to Dean of the School of Continuing Education.

(2)

Budget Approval Form
(Each semester a distance education course is offered,
prior budget approval of the sponsoring dean is required.)

Distance Education Course

Course and Section: MKTG-430 801 for Semester: Fall 2002 Year: 2002

Instructor of Record: Madan Batra phone: 7-5776 e-mail: batra

Initial scheduling as a distance education course

Check all that apply:

Base compensation: on-load overload Article 27

Other required payments: preparation compensation remote site fee(s)
 remote site student fee(s) travel reimbursement
and Article 40 stipend

Other costs: video transmission marketing

OR

Subsequent scheduling as a distance education course

Check all that apply:

Base compensation: on-load overload Article 27

Other required payments: course revision compensation (three years after
course initially taught)

remote site fee(s) remote site student fee(s)

travel reimbursement and Article 40 stipend

Budget Approval

Funds are available in my college to subsidize the above costs for this course.

Enrollment of is required to cover the costs of this course.

Other _____

Dean: _____
signature (budget approval) date

Faculty member: Madan Batra 7-12-2002
signature date

For the initial scheduling, attach this signed form to the Review/Approval Form.
For subsequent scheduling, send signed form to the Dean of the School of Continuing Education.

**International Marketing (MKTG 430)
Indiana University of Pennsylvania
Department of Marketing**

Madan M. Batra (MBA, Ph.D.)

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**724-357-5991 (Office)
724-357-7996 (Fax)**

Office Hours: M, T, W, R 10:00 - 11:30 a.m.

Catalog Description

MKTG 430 International Marketing

3c-01-3sh

International marketing and markets are analyzed. Special consideration is given to the significance of government regulations, organization structures of export and import enterprises, and credit policies.

Prerequisites

MKTG 320 (Principles of Marketing)

Junior standing (see undergraduate catalog for definition)

Beginning with the Summer 2000 term, there will be absolute enforcement of every prerequisite requirement for the course work offered by the Eberly College of Business and Information Technology. This means that students cannot postpone prerequisites and take them after the course in question.

The dean's office is responsible for monitoring course prerequisites. Students who manage to register for course work in spite of the fact that they do not have the appropriate prerequisite will be subject to unilateral withdrawal after the course has commenced. At that time, no appeal will be accepted and adding a different class after the official registration period will not be approved.

Course Objectives

The broad objective of MKTG 430 is to enable students to achieve an overview of international marketing as a managerial challenge. The emphasis is on international environmental analysis, international marketing strategies, and current international

marketing issues and their implications. At the end of the course, the students would know various international marketing terms, concepts and theories. Also, the course is designed to:

- a. develop students' informal writing skills -- by encouraging them to discuss international marketing topics in almost every online class;
- b. sharpen their critical thinking skills through case analyses;
- c. focus upon problems in international markets; and
- d. strengthen their electronic communication skills.

Textbook

Cateora Philip R, and John L. Graham. International Marketing, 11th Edition, McGraw-Hill/Irwin, Burr Ridge, Illinois (2001).

Additional readings and cases may be assigned during the semester.

Evaluation Methods

Weekly online quizzes	15%
Bulletin board discussion (case analyses)	15%
Periodic Internet exercises	10%
Mini-term Examination I	30%
Mini-term Examination II	30%

Grading Scale

90 - 100%	=	A
80 - 89%	=	B
70 - 79%	=	C
60 - 69%	=	D
< 60	=	F

Course Outline [one week = 3 hours; total hours = 42 (inclusive 90-minute mid-term examination); in addition, final examination = 2 hours]

- Week 1: WebCT orientation, tutorial and practice quiz
- Week 2: The scope and challenge of international marketing
- Week 3: The dynamic environment of international trade
- Week 4: Cultural dynamics in assessing global markets. Business customs in global marketing
- Week 5: The international legal and political environment
- Week 6: Developing a global vision through marketing research
- Week 7: Emerging markets. Multinational market regions and groups
- Week 8: Mid-term examination (90 minutes)
Global marketing management—planning and organization

- Week 9: Products and services for consumers. Products and services for

businesses

- **Week 10: International marketing channels. Exporting and logistics**
- **Week 11: Integrated marketing communications and international advertising**
- **Week 12: Personal selling and sales management in international context**
- **Week 13: Pricing for international markets**
- **Week 14: Negotiating with international customers, partners, and regulators**

- **Week 15: Final examination (2 hours)**

Online Teaching and Learning Methods

- **The course relies on the WebCT server at IUP for its delivery.**
- **During the first week, students complete a WebCT tutorial available at www.webct.com/oriented, and submit an online WebCT practice quiz. The students need Windows 98 or higher, Internet access, and Internet Explorer/Netscape browser).**
- **Every week, the students read one chapter from the book, and submit an online quiz. Every two weeks, they submit an online Internet exercise to the instructor. The students also participate in the online bulletin discussion on an international marketing issue posted every week by the instructor.**
- **On-campus Eberly lab accessible to the students during the 8th and 15th week of the semester for the mid-term and final examination. Students present ID card and take the exams under the supervision of the lab staff.**
- **The instructor will be available on campus from 10:00 a.m. to 11:30 a.m on Mondays through Thursdays in his office for telephone counseling (724-357-5776) with students who need it.**
- **E-mail messages will be responded within 48 hours (excluding weekends).**

Will a qualified instructor teach the course?

Yes. Madan Batra, a professor at IUP has Ph.D. in International Business, and has been teaching here for the last 15 years. He has taught *International Marketing* on campus for numerous years. In Spring 2002, he developed and taught two online courses (International Business and Self-Marketing) at IUP. Further, he taught online Self-Marketing in Summer 2002. He has been using WebCT for the last few years to enhance the learning of his students of his traditional classroom courses.

Will the technology serve as a suitable substitute for the traditional classroom?

Yes. Multiple communication and evaluation tools (online quizzes, online tests, online Internet exercises, e-mail, and electronic bulletin board) will be used through the WebCT to teach this course. The instructor will also be available to students for one-on-one telephone counseling.

Are there suitable opportunities for interaction between the instructor and student?

Yes, the communication with the students will be done through email, electronic bulletin board, WebCT home page for the course, and telephone.

Will there be suitable methods used to evaluate student achievement?

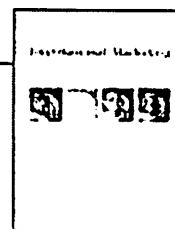
Yes, the students will be evaluated through the online quizzes, online exercises, electronic bulletin board participation, and online tests.

Have reasonable efforts been made to insure the integrity of evaluation methods.

Yes, the students will be allowed to do their mid-term and final examinations after presenting the ID to the staff member at the Eberly computer lab anytime during the 8th and 15th weeks of the semester.

Online Learning Center

International Marketing, 11/e
Philip R. Cateora, University of Colorado, Boulder
John L. Graham, University of California, Irvine



[Course Content](#)



[My Grades](#)



[Quiz
\(Hidden\)](#)



[Communication Tools](#)



[Study Tools](#)



MYWEBCT | RESUME COURSE | COURSE MAP | RESOURCES | HELP Control Panel

Select action

OLC: Student Center: View Designer Options

International Marketing

Home , Course Content , OLC: Student Center

- [Chapter 1: The Scope and Challenge of International Marketing](#)
- [Chapter 2: The Dynamic Environment of International Trade](#)
- [Chapter 3: History and Geography: The Foundations of Cultural Understanding](#)
- [Chapter 4: Cultural Dynamics in Assessing Global Markets](#)
- [Chapter 5: Business Customs in Global Marketing](#)
- [Chapter 6: The Political Environment: A Critical Concern](#)
- [Chapter 7: The International Legal Environment: Playing by the Rules](#)
- [Chapter 8: Developing a Global Vision through Marketing Research](#)
- [Chapter 9: Emerging Markets](#)
- [Chapter 10: Multinational Market Regions and Market Groups](#)
- [Chapter 11: Global Marketing Management: Planning and Organization](#)
- [Chapter 12: Products and Services for](#)
- [Chapter 13: Products and Services for Businesses](#)
- [Chapter 14: International Marketing Channels](#)
- [Chapter 15: Exporting and Logistics: Special Issues for Business](#)
- [Chapter 16: Integrated Marketing Communications and International Advertising](#)
- [Chapter 17: Personal Selling and sales Management](#)
- [Chapter 18: Pricing for International Markets](#)
- [Chapter 19: Negotiating with International Customers, Partners, and Regulators](#)
- [Additional Student Resources](#)



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Chapter 1: The Scope and Challenge of International Marketing: Vie

International Marketing

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Multiple Choice Quiz



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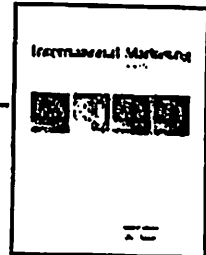
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Chapter Outline: View Designer Options

International Marketing

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International Marketing, 11/e
Philip R. Cateora, University of Colorado, Boulder
John L. Graham, University of California, Irvine



Chapter Outline

- Global Perspective: Global Commerce Causes Peace
- The Internationalization of U.S. Business
- International Marketing Defined
- The International Marketing Task
- Environmental Adaptation Needed
- The Self-Reference Criterion and Ethnocentrism: Major Obstacles
- Developing a Global Awareness
- Stages of International Marketing Involvement
- Strategic Orientation
- The Orientation of International Marketing

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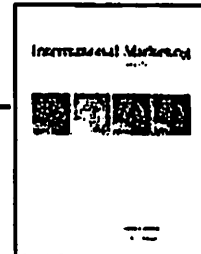
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Chapter Overview: View Designer Options

International Marketing

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International Marketing, 11/e
Phillip R. Cateora, University of Colorado, Boulder
John L. Graham, University of California, Irvine



Chapter Overview

The internationalization of American business is proceeding at an increasing pace. The globalization of markets and competition necessitates that all managers pay attention to the global environment. International marketing is defined as the performance of business activities, including pricing, promotion, product, and distribution decisions, across national borders. The international marketing task is made more daunting because environmental factors such as laws, customs, and cultures vary from country to country. These environmental differences must be taken into account if firms are to market products and services at a profit in other countries.

Key obstacles facing international marketers are not limited to environmental issues. Just as important are difficulties associated with the marketer's own self-reference criterion and ethnocentrism. Both limit the international marketer's abilities to understand and adapt to differences prevalent in foreign markets. A global awareness and sensitivity are the best solutions to these problems, and these qualities should be nurtured in international marketing organizations.

Three different strategic orientations are found among managers of international marketing operations. Some see international marketing as ancillary to the domestic operations. A second kind of company sees international marketing as a crucial aspect of sales revenue generation, but treats each market as a separate entity. Finally, a global orientation views the globe as the marketplace, market segments are no longer based solely on national borders--rather, common consumer characteristics and behaviors come into play as key segmentation variables that are applied across countries.

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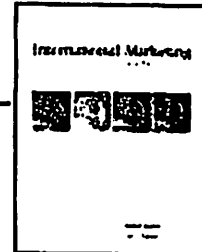
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Internet Exercises: View Designer Options

International Marketing

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International Marketing, 11/e
 Philip R. Cateora, University of Colorado, Boulder
 John L. Graham, University of California, Irvine



Internet Exercises

1. Define the following terms:
 international marketing
 foreign uncontrollable factors
 controllable elements
 marketing relativism
 uncontrollable elements
 self-reference criterion (SRC)
 domestic uncontrollable factors
 global awareness
2. "The marketer's task is the same whether applied in Dimebox, Texas, or Dar es Salaam, Tanzania." Discuss.
3. How can the increased interest in international marketing on the part of U.S. firms be explained?
4. Discuss the four phases of international marketing involvement.
5. Discuss the conditions that have led to the development of global markets.
6. Differentiate between a global company and a multinational company.
7. Differentiate among the three international marketing concepts.
8. Relate the three international marketing concepts to the EPRG schema.
9. Prepare your lifelong plan to be globally aware.
10. Discuss the three factors necessary to achieve global awareness.
11. Define and discuss the idea of global orientation.
12. Visit the Bureau of Economic Analysis home page (www.bea.doc.gov). Select the section International Articles and find the most recent information on foreign direct investments in the United States. Which country has the highest dollar amount of investment in the United States? Second highest?

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Select action

Quiz: View Designer Options

International Marketing

[Home](#) , [Quiz](#)

Quizzes and Surveys

- View class statistics for quizzes.
- View scores for quizzes.



Current date: Jul 10, 2002 16:47

To begin a quiz or survey, click on the hyperlinked quiz title. If a quiz or survey is not hyperlinked, it is not available. To view the results of a quiz, click on the Completed hyperlink under Attempts.

Title	Availability	Duration	Grade	Attempts
Chapter 1 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 2 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 3 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 4 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 5 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 6 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 7 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 8 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 9 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 10 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 11 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 12 Testbank Questions	Unavailable	Unlimited	/ 20	
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Chapter 17 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 18 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 19 Testbank Questions	Unavailable	Unlimited	/ 20	
Chapter 1:Multiple Choice Quiz	From: Oct 17, 2001 12:40	Unlimited	/ 0	Completed: 0 Remaining: Unlimited

Current date: Jul 10, 2002 16:49

To begin a quiz or survey, click on the hyperlinked quiz title. If a quiz or survey is not hyperlinked, it is not available. To view the results of a quiz, click on the Completed hyperlink under Attempts.

Title	Availability	Duration	Grade	Attempts
<u>Chapter 1 Testbank Questions</u>	Unavailable	Unlimited	/ 20	
<u>Chapter 2 Testbank Questions</u>	Unavailable	Unlimited	/ 20	
<u>Chapter 3 Testbank Questions</u>	Unavailable	Unlimited	/ 20	
<u>Chapter 4 Testbank Questions</u>	Unavailable	Unlimited	/ 20	
<u>Chapter 5 Testbank Questions</u>	Unavailable	Unlimited	/ 20	
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<u>Chapter 17:Multiple Choice Quiz</u>	From: Oct 17, 2001 12:50	Unlimited	/ 0	Completed: 0 Remaining:: Unlimited
	To: Unlimited			
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	To: Unlimited			
<u>Chapter 19:Multiple Choice Quiz</u>	From: Oct 17, 2001 12:55	Unlimited	/ 0	Completed: 0 Remaining:: Unlimited
	To: Unlimited			

Chapter 1: Multiple Choice Quiz

Name: Instructor (Preview)

Number of Questions: 15

Finish

Help

● Unanswered

★ Answered

1	2	3	4	5
●	●	●	●	●
6	7	8	9	10
●	●	●	●	●
11	12	13	14	15
●	●	●	●	●

Question 1 (points)

The globalization of business is the result of:

- 1. the rapid growth of the World Trade Organization and regional free trade areas.
- 2. the growing acceptance of the free market system among developing countries.
- 3. the increasing ability of global media to transcend political boundaries.
- 4. all of the above.

Save answer

Question 2 (points)

The need to compete for international markets was made inevitable by the economic system employed by most nations is based upon:

- 1. socialism.
- 2. mass production.
- 3. communism.
- 4. barter.

Save answer

Question 3 (points)

Which of the following decision factors is under the complete control of the domestic and/or international marketing manager?

- 1. political/legal forces

Save answer

Question 4 (points)

The America-First Corporation has constructed state-of-the art factories to produce its products in several emerging nations. These plans have been plagued with unusually high incidences of lost production and/or product damage resulting from lax or infrequent maintenance of automated equipment. This problem would be best described as an example of the impact of differences in:

- 1. the level of technological sophistication.
- 2. political systems.
- 3. legal system.
- 4. employee intelligence and motivation.

Save answer

Question 5 (points)

In many foreign markets, American firms are perceived as "aliens". This designation means:

- 1. foreigners control the business.
- 2. foreign managers do not understand the culture of the host company.
- 3. the firm is often perceived as an exploiter of the labor and/or resources of the host nation.
- 4. all of the above.

Save answer

Question 6 (points)

The most difficult challenge facing international marketers is:

- 1. political adjustment.
- 2. economic adjustment.
- 3. cultural adjustment.
- 4. legal adjustment.

Save answer

Question 7 (points)

Before sending managers or salespeople to Latin America, the America-First Corporation provides them with a short course in the history and culture of the market which emphasizes the cultural norms and expectations of the area. The firm is attempting to minimize mistakes that may result from employer's unconscious reliance upon:

- 1. their SRC.
- 2. their GNP.
- 3. their SAC.
- 4. their ERC.

Save answer

Question 8 (points)

The unconscious use of the values, experiences, and knowledge of one's own culture as a guide to decision making in a different culture is best described by which of the following?

- 1. ethnography
- 2. self-reference criterion
- 3. cultural insensitivity
- 4. cultural elitism

Save answer

Question 9 (points)

In lesser-developed nations, American businesspeople are often perceived as arrogant and condescending. If true, this may be the result of:

- 1. ethnocentrism.
- 2. geocentrism.
- 3. cultural reactionism.
- 4. isolationism.

Save answer

Question 10 (points)

The America-First Corporation is preparing to introduce its most successful domestic brands into the international marketplace. The firm can improve its chances of success internationally if this effort is preceded by:

- 1. careful, direct translation of its domestic brand names into the language of its foreign markets.
- 2. heavy use of successful domestic commercials translated for each foreign market.
- 3. assurance that the packaging used in foreign markets employs the same colors and shapes as those in the domestic market.
- 4. a careful cross-cultural analysis.

Save answer

Question 11 (points)

In order to be globally aware, the marketer must acquire or develop:

- 1. objectivity.
- 2. tolerance of cultural differences.
- 3. knowledge of cultures, history, world market potential, and global economic, social, and political trends.
- 4. all of the above.

Save answer

Question 12 (points)

Ideally, a firm's decision to enter international marketing should:

- 1. evolve "naturally" over time.
- 2. result from a careful study and analysis of market potential and company capabilities.
- 3. be determined by the actions of their most significant competitors.
- 4. be made without regard to political or legal considerations.

Save answer

Question 13 (points)

While the America-First Corporation produces and sells most of its products in and for the domestic market, it has begun to adapt some of its products for sale by foreign middlemen in selected foreign markets. The firm would be best described as engaging in:

- 1. infrequent foreign marketing.
- 2. international marketing.
- 3. regular foreign marketing.
- 4. global marketing.

Save answer

Question 14 (points)

A firm that treats the world, including their home market, as one market would be best described as engaged in:

- 1. regular foreign marketing.
- 2. uni-national marketing.
- 3. global marketing.
- 4. international marketing.

Save answer

Question 15 (points)

The America-First Corporation strives to develop standardized marketing mixes for its products that will be generally applicable across national borders. The firm's philosophy would be best described as:

- 1. global marketing orientation.
- 2. multidomestic market orientation.
- 3. ethnocentric marketing orientation.
- 4. domestic market extension.

Save answer
