

International Business

LAP 18 - Global Marketing and Consumer Behavior



Name _____

Period _____

Date Started _____

Date Completed _____

DoDEA Benchmarks **3.10 and 3.11**

Business/Computer Standard(s)

- Explain how geography and culture affect business

Objectives

- Discuss basic international marketing activities, explain the environment and identify trends
- List the four elements of the marketing mix
- Describe a marketing plan
- Identify factors that influence consumer behavior in different countries
- Describe market segmentation and target markets

Text Business in a Global Economy

Resources Chapter 18 – Global Marketing and Consumer Behavior

Time Frame 5 hours (suggested)

Turn in completed activities as directed by instructor.

Use Workbook pages 101-102 to take notes on all topics

- _____ Read text pp. 379-381
- _____ Complete text Reading Review Questions 1 and 2, p. 397
- _____ Complete workbook Part 3, p. 104
- _____ Read text pp. 382-388
- _____ Complete text Reading Review - Questions 3, 4, 5, p. 397
- _____ Read text pp. 389-392
- _____ Complete text Reading Review Questions 6-8, p. 397
- _____ Complete workbook Part 6, p. 105
- _____ Read text pp. 393-396
- _____ Complete text Reading Review Questions 9-11, p. 397
- _____ Complete workbook Parts 1 and 2, p. 103
- _____ Complete workbook Part 7, p. 105
- _____ Complete Self Assessment
- _____ Complete the Chapter 18 Test

Self Assessment – “I/ can...”

- discuss basic international marketing opportunities, the environment and trends
- list the four elements of the marketing mix
- describe a marketing plan
- identify factors influencing consumer behavior in different countries
- describe market segmentation and target markets

ATTENTION: You have an excellent source of information in the back of your textbook. Please refer to the special pages below for questions pertaining to maps, international investments or special terms for the course.

Appendix A: Analyzing International Investments	P. 516
Appendix B: Maps	P. 523
World Political	P. 524-525
World Landforms	P. 526-527
World Climates	P. 528-529
World Population	P. 530-531
Major International Trade Organizations	P. 532-533
World Time Zones	P. 534
Glossary	P. 535