

International Business

LAP 20 - Global Pricing and Distribution Strategies



Name _____

Period _____

Date Started _____

Date Completed _____

DoDEA Benchmarks **3.10 and 3.11**

Business/Computer Standard(s)

- Determine and compare global pricing and distribution strategies

Objectives

- Identify factors to be considered when setting prices
- Describe pricing methods
- Discuss pricing factors unique to global markets
- Explain the role played by global intermediaries
- Compare transportation modes and summarize shipping requirements for international distribution

Text Business in a Global Economy

Resources Chapter 20 – Global Pricing and Distribution Strategies

Time Frame 5 hours (suggested)

Turn in completed activities as directed by instructor.

Use Workbook pages 115-118 to take notes on all topics

- _____ Read text pp. 426-434
- _____ Complete text Reading Review Questions 1, 2, 3, 4, 5, 6, 7, 8, p. 447
- _____ Complete workbook Part 3, p. 120
- _____ Read text pp. 434-439
- _____ Complete text Reading Review Questions 9 and 10, p. 447
- _____ Complete workbook Part 5, p. 120
- _____ Read text pp. 439-441
- _____ Complete text Reading Review Questions 11, 12, 13, 14, 15, p. 447
- _____ Complete workbook Part 7, p. 119
- _____ Read text pp. 442-446
- _____ Complete workbook Part 8,
- _____ Complete text Expanding Horizons (5), p. 423
- _____ Read text pp. 417-419
- _____ Complete text Reading Review - Questions 11, 12, 13, 14, p. 423
- _____ Complete workbook Parts 1 and 2, p. 111
- _____ Complete workbook Part 8, p. 114
- _____ Complete text Expanding Horizons (1), p. 448
- _____ Complete Self Assessment
- _____ Complete the Chapter 20 Test

Self Assessment – “I/ can...”

- identify factors to be considered in setting prices
- describe pricing methods
- outline direct and indirect channels of distribution
- explain the role played by global intermediaries
- compare transportation modes and summarized shipping requirements

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