Name _____________________

Check-ins: #1 _____ #2 _____

MKTG 4340 Student Workbook

Fall 2017

"...But in the Global Marketplace you’re only 650,247,555th."
This workbook is comprised of questions and activities designed to prepare you for the two exams you will be taking during this course.

Some of the questions we will discuss in class, while some of the questions you may end up writing the answers on your own.

It is your responsibility to complete these questions on your own.

This Workbook is worth 40 points. It will be checked at 2 points during the semester. At each point, a potential of 20 points will be awarded on the bases of:

- All questions answered, and
- Answers represent a complete understanding of the topics.

Past each “checkpoint”, points cannot be obtained after the fact (although it is still a good idea to be able to answer the questions).
In-class Activity

Food Origins

For each of the popular foods listed below, list the country where that food was invented. Choose from the following list of countries: US, China, England, France, Germany, Mexico, Belgium, Italy, Syria, Ethiopia, Canada, Korea, Viet Nam, Brazil, Argentina and Iceland.

<table>
<thead>
<tr>
<th>Food</th>
<th>Country of Origin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Dog</td>
<td></td>
</tr>
<tr>
<td>Coffee</td>
<td></td>
</tr>
<tr>
<td>Ice Cream</td>
<td></td>
</tr>
<tr>
<td>Pasta</td>
<td></td>
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<tr>
<td>French Fries</td>
<td></td>
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<tr>
<td>Spaghetti and Meatballs</td>
<td></td>
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<tr>
<td>Butterscotch</td>
<td></td>
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<tr>
<td>Canadian Bacon</td>
<td></td>
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<tr>
<td>English Muffin</td>
<td></td>
</tr>
<tr>
<td>Hot Chocolate</td>
<td></td>
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</tbody>
</table>
In-class Activity

Christmas Traditions and Countries of Origin

<table>
<thead>
<tr>
<th>Tradition</th>
<th>Country of Origin</th>
</tr>
</thead>
<tbody>
<tr>
<td>The name “Christmas”</td>
<td></td>
</tr>
<tr>
<td>Santa Claus</td>
<td></td>
</tr>
<tr>
<td>Christmas trees</td>
<td></td>
</tr>
<tr>
<td>Christmas Stockings</td>
<td></td>
</tr>
<tr>
<td>Mistletoe</td>
<td></td>
</tr>
<tr>
<td>Holly/Ivy</td>
<td></td>
</tr>
<tr>
<td>Poinsettias</td>
<td></td>
</tr>
<tr>
<td>Candy Cane</td>
<td></td>
</tr>
<tr>
<td>Christmas cards</td>
<td></td>
</tr>
<tr>
<td>Rudolph</td>
<td></td>
</tr>
<tr>
<td>Silver bells</td>
<td></td>
</tr>
<tr>
<td>Christmas Carols</td>
<td></td>
</tr>
<tr>
<td>Yule log</td>
<td></td>
</tr>
</tbody>
</table>
Section 1

Key Topics

1) Why firms engage in international business.
2) Impacts to the basic business model.
3) What makes international business challenging

Study Questions

1. What are a couple of basic reasons why firms pursue opportunities in foreign markets?

2. Discuss how international business helps the “topline”? How does it help the “bottom line”?

3. What makes International Marketing so difficult?
Skills Challenge

Discussing a “business model”

1. Draw up a basic P & L
2. Annotate the P & L by showing what parts of the P & L are impacted by international business activities, including the manner in which it is impacted.
"WE HAVE TO GO GLOBAL SINCE NOBODY AROUND HERE WILL BUY OUR PRODUCT."
Video: Coca Cola Enters Russia

1) Why was Coke interested in the Russian market? What was the barrier that was removed?

2) Who was the entrenched competitor that Coke faced in Russia? How did they become so entrenched?

3) Name two strategies/activities that Coke felt were essential to their being successful in entering Russia?

   a. ____________

   b. ____________

4) How many signatures were required before Coke could build a production plant in Russia? What is this an example of? (3 points)
This article provides a very interesting perspective on global geo-politics, protectionism, and their implications for international business.

Your Assignment: Read the article closely and answer the following questions:

1. Google the author, Ian Bremmer, and comment on:
   a. Whether he has the proper credentials to be writing the article (5 points), and
   b. What biases, if any, he may bring to the article (5 points)

2. A major premise of this article is Mr. Bremmer’s proposal of new concept called “guarded globalization”.
   a. What is “guarded globalization”? Discuss three ways to manage the downside effects of it. (15 pts.)
   b. What is “state capitalism”? In your opinion, does the US engage in “state capitalism? Give an example. (15 pts.)
   c. Discuss 2 specific types of non-tariff trade barriers utilized by emerging markets engaging in guarded globalization. Provide examples. (20 pts.)
Section 2

Key Topics

1) Self-reference criterion
2) Ethnocentrism
3) Adaptation vs. Standardization
4) Sovereignty

Study Questions

1. Distinguish between “self-reference criterion” and “ethnocentrism”.

2. Distinguish between “adaptation” and “standardization”.

3. What is the difference between the following types of adaptation:
   Physical? Mandatory? Cultural?
4. Why does adaptation make a firm more EFFECTIVE? Give an example.

5. Why does standardization make a firm more EFFICIENT? Give an example.

6. What is sovereignty? How can a country diminish or lose their sovereignty?
In-Class Activity

Oreo Cookie Video

Marketing Mix Adaptation

1. What product adjustments did Oreo make in:
   a. China? ____________________ Why?

   b. Venezuela? ____________________ Why?

2. Thinking of packaging adjustments:
   a. Why not bigger packages in other parts of the world?

   b. Why the tubular foil package in China?

3. The OREO brand may be the same throughout the world, but they don’t always use Nabisco as the parent brand name. What parent name do they use in:
   a. China? ____________________ Why?

   b. Canada? ____________________ Why?

4. How does the “Twist, lick and dunk” message get modified for foreign markets? Why?

5. What is a primary medium for advertising in Venezuela? Why?
Section 3

Key Topics

1) WWI, WWII and the Aftermath
2) GATT and WTO
3) IMF and World Bank

Study Questions

1. Why does Professor Newbold discuss global trade efforts in the context of a post WWII world? What was the global trade lesson from WWI?

2. What does GATT stand for? What was its purpose? What did it morph into?
3. What does IMF stand for? What was its purpose? What has its purpose evolved to?

4. What is the primary function of the World Bank?
1) What does the term “Brexit” mean?

2) What are the main advantages of Britain staying in the European Union?

3) Why are there so many British people who want to leave the European Union?

4) Why should anyone in the United States care about Britain leaving the EU?
Video: The European Debt Crisis Visualized (19:28)

1) Traditionally, why was it difficult to do business internationally in Europe?

2) What world event changed the approach to tariffs in Europe?

3) What year was the Euro established as a currency?

4) What made it so easy for Greece to borrow money to finance their deficit spending?

5) What relatively modern development has made it difficult to control individual countries’ fiscal problems?

6) What caused the borrowing frenzy to come to a halt?

7) Why do austerity measures not necessarily help straighten out a country’s fiscal issues?

8) According to the video, what is the solution to the problem of the European Debt Crisis?
Critical Thinking Assignment #2 (60 points)

Article: “Why You Aren’t Buying Venezuelan Chocolate”

Your Assignment: Read the article closely and answer the following questions:

1. About the author: (10 pts)
   a. Discuss whether or not the author, Rohit Deshpande, has the credibility to be writing this article. (5 pts)
   b. Discuss whether or not you detect any biases in this article. (5 pts)

2. About the main idea of the article: “The Provenance Paradox”. (25 pts)
   a. In your own words, define what is meant by “The Provenance Paradox”? Provide 2 examples from the article (10 pts)
   b. Discuss how “Protected Geographical Status” is related to “the Provenance Paradox”. Provide an example of Protected Geographical Status. (5 pts)
   c. Why is “The Provenance Effect” a particular problem for emerging markets? (5 pts)
   d. Provide an example of a country that has overcome the issue of Provenance Paradox. How did they do it? (5 pts)

   a. List and briefly describe each of the 5 strategies proposed by the author for overcoming The Provenance Paradox”. (5 pts)
   b. Pretend you are the brand manager for a brand of Venezuelan chocolate. Which of the 5 strategies would you adopt? Explain how you would introduce your chocolate into the US by using the table below: (20 points)
Chosen Strategic Approach: ____________________________

<table>
<thead>
<tr>
<th>Marketing Mix Element</th>
<th>What You Would Do</th>
<th>How it is Related to the Chosen Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td></td>
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<tr>
<td>Price</td>
<td></td>
<td></td>
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<tr>
<td>Promotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribution</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Section 4

Key Topics

1) Balance of Payments
2) Currency Exchange Rates
3) Protectionism and Reasons for Trade Barriers

Study Questions

1. Briefly, define what is meant by “balance of payments”?

2. Describe the relationship between balance of payments and foreign currency exchange?
3. How can foreign currency exchange become a problem for a country? How is this issue managed?

4. How can foreign currency exchange become a problem for a firm? How is this issue managed?

5. Give three reasons why countries put up barriers to trade?
Section 5

Key Topics

1) Types of Trade Barriers

Study Questions

1. What are 3 of the more popular trade barriers?

2. Which type of trade barrier is considered to be “politically incorrect”? Why is this the case?
3. What types of trade barriers are somewhat “hidden”? 

4. If a country is unhappy about a trade barrier, what types of actions can they take?
Section 6

Key Topics

1. Bribery, extortion, subornation and lubrication
2. Counterfeiting and piracy
3. Political Risks: Confiscation, expropriation, and domestication
4. Ways of reducing political risk

Study Questions

1. What does FCPA stand for? When was it passed?

2. Why does Professor Newbold argue that US firms are NOT at a disadvantage, even though they are constrained from giving bribes and other unethical activities?
3. What is the difference between bribery and extortion?

4. What is the difference between lubrication and subornation?

5. What is the difference between counterfeiting and piracy?
6. Where to the real dangers of counterfeiting lie?

7. Why is piracy considered to be a growing problem around the world?

8. What is sovereignty? How is it related to nationalism? How can nationalism be a bad thing?
9.Briefly, distinguish between confiscation, expropriation and domestication.

10.Briefly, discuss 3 ways in which firms can reduce the likelihood of a host country government taking adverse action against them?
Section 7

Key Topics

1. 4 Forms of Law: Common, Code, Islamic and Marxist/Socialist Tenets
2. International dispute resolution: conciliation, arbitration, litigation

Study Questions

1. What are the 4 basic forms of law observed around the world? For each, provide an example of a country where this form of law exists.
2. What are some fundamental differences between common law and code law? What system of law do we have in the United States? What kind do they have in China? In Libya?

3. Describe the three basic ways in which international disputes are settled. Which kind is the costliest and takes the most time? Which method to large multinational firms prefer?
Section 8

Key Topics

1. UN levels of economic development
2. NICs and BEMs
3. Strategies countries use to create economic growth

Study Questions

1. What are some basic strategies undertaken by less-developed countries to spur economic growth?

2. What are the three basic categories the UN uses to describe economic development? Provide an example of a country for each.
3. Name two distinguishing characteristics about an NIC. Name a country that would be an NIC

4. Briefly, distinguish between an NIC and a BEM. List the BRICs.
5. Consider a typical LDC: What types of goods and services do they tend to demand? Who is the typical customer?

6. In terms of customers and products sought, why are BEMs so interesting to multinational companies?
Finding and Running the Films

on Angola and Bangalore

1) Go to SHSU website

2) Under “Fast Links”, go to “Library (NGL)”

3) Go to tab for “Online Video”

4) Beneath the search box, click on the blue hyperlink for “View all Video Collections”

5) Click on “Films on Demand”

6) In search box, enter the names of the films:
   a. “Angola: The Curse of Oil”
   b. “Emerging Superpower: Booming Bangalore”

7) If films do not seem to play, be on the lookout at the top of the screen for a plug in for Flash to run. Click on “Allow and Remember”.
In-Class Activity

Video: “Angola: The Curse of Oil” (24:58)

This is an interesting film about an LLDC (least developed country): Angola.

Please answer the following questions while watching the film. The questions are in the order in which information is presented in the film.

1. What are the two main exports from Angola that would make one think they should be a “rich country”?

2. What country was the original colonial power in Angola?

3. What foreign countries took a side in the civil wars that raged after 1975?

4. How did the civil war impact Angola’s efforts for economic and social development?

5. Who took power in 1979 as a result of the civil war? What type of government was installed?

6. What has been the involvement of the Chinese in Angola?
In-Class Activity

Video: “Emerging Superpower: Booming Bangalore” (26:05)

Bangalore is a city in India, which is a BEM.

Please answer the following questions while watching the film. The questions are in the order in which information is presented in the film.

1) What types of western companies have found Bangalore to be attractive for them to outsource their businesses?

2) What big Indian company is benefitting from this trend?

3) What country was the original colonial power in India? How did this end up being a positive for India’s economic and social development?

4) Consider Mr. Kesahavmurthy (the guy who lives in the suburbs and is a manager at a growing firm). How has being a part of India’s “emerging middle class” changed his life?

5) What are some of the challenges of the enormous growth taking place in Bangalore?
Section 9

Key Topics

1. Forms of Economic Cooperation
2. Trade Blocs

1. Discuss two good reasons why a country would be interested in some form of economic union.

2. What is the difference between a FTA and a Customs Union?
3. What is the difference between a Custom Union and a Common Market?

4. What are the primary benefits of the European Union (EU)? What are its primary drawbacks?
### Forms of Economic Integration

<table>
<thead>
<tr>
<th></th>
<th>Preferential Trade Area</th>
<th>Free Trade Area</th>
<th>Customs Union</th>
<th>Common Market</th>
<th>Economic Union</th>
<th>Full Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Barriers</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eliminate Barriers</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Common External Barriers</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Free Flow of Resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Uniform Economic Policies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Entities Behave as One Unit</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

**Activity:** For each of the Forms of Economic Integration in the chart above, provide the name of one that currently exists somewhere around the globe, and which countries are in them:

**Free Trade Area:**

- Customs Union

**Common Market**

**Economic Union**

**Full Union:**
"Making a profit was a lot easier before so many countries abandoned socialism and started competing!"
# Study Guide for Exam 1

<table>
<thead>
<tr>
<th>Section</th>
<th>Topics</th>
</tr>
</thead>
</table>
| 1       | Why firms engage in international business  
          Impacts to the business model  
          What makes international business challenging |
| 2       | Self-Reference Criteria/Ethnocentrism  
          Adaptation vs. Standardization  
          Adaptation: Physical, Mandatory, Cultural  
          Sovereignty |
| 3       | WWI, WWII and the Aftermath  
          GATT and WTO  
          IMF and World Bank |
| 4       | Balance of Payments & Implications for Foreign Exchange  
          Currency Exchange Rates  
          Easing Trade Restrictions: GATT and WTO and IMF |
| 5       | Reasons for Trade Barriers  
          Types of Trade Barriers |
| 6       | Bribery, extortion, subornation, lubrication  
          Counterfeiting and Piracy  
          Nationalism and Protectionism  
          Political Risks: Confiscation, Expropriation, Domestication  
          Reducing Political Vulnerability |
| 7       | 4 Forms of Law and their differences  
          Code Law vs. Common Law  
          International Dispute Resolution; conciliation, arbitration and litigation |
| 8       | UN Levels of Economic Development  
          Marketing strategies: developed vs. emerging countries  
          Strategies used by less developed countries to spur economic growth  
          NICs  
          BEMs |
| 9       | Why countries engage in economic cooperation  
          Different forms of economic cooperation |

Also:

- Video on Coca Cola in Russia
- Video on Oreos
- Brexit Video
- Video on European Debt Crisis
- Video on Angola
- Video on Bangalore
Section 10

Key Topics

1. US Economy
2. Chinese Economy
3. Japanese Economy
4. India Economy
5. Asian NICS (4 Dragons)

Study Questions

1. What 3 entities comprise “Greater China”? How are they different?

2. Discuss the marketing implications related to the dichotomy between urban and rural China.
3. Briefly, provide an explanation for Japan’s recent history of slow economic growth.

4. Despite its tremendous population size, India has been slow to emerge economically. What has been holding it back? What steps are they taking to create more economic growth?

5. Who are the 4 Asian Tigers? Why are they described as the “East Asian Miracle”? 
In-Class Activity: Videos on China

1) China Posed to Overtake US (10:00)
   http://www.youtube.com/watch?v=bSt-zUYReL8

2) China: The Road to Sustainable Growth (11:00)
   http://www.youtube.com/watch?v=_wTlcYajq9k

3) Dambisa Moyo: Is China the new idol for emerging economies? (16:24)
   http://www.youtube.com/watch?v=4Q2aznfmcYU

What do you feel is the main implication of the fact that China will overtake the US as the world’s largest economy?

What is the main idea of Video #2: China the Road to sustainable Growth?

What is the main idea of Video #3: Ted Talk on China?
Section 11

Key Topics

1. European Economy
2. Africa
3. Middle East
4. Latin America
5. Bottom of Pyramid Markets

Study Questions

1. What is a “BOPM”? Give an example? Why are they significant?

2. When considering the global economy, what is the level of annual income that is the “cutline” for living in poverty?

3. Similarly, what is the annual income that is the cutline for being middle class?
In-Class Activity: Videos on BOPM

Why BOPMs Matte for Everyone (18:21)

https://www.youtube.com/watch?v=wlVC3r4nZUw

The Mercy Project (10:01)

https://www.youtube.com/watch?v=b4Dwv5KbMYI

Regarding the video “Why BOPMs Matter for Everyone”

1) Where did the term Bottom of Pyramid Market come from?

2) Why are BOPMs considered a part of “good management practice”?

3) How does innovation based on BOPM user help larger firms in developing markets? How does this translate to more developed markets?

4) What is the baby incubator an example of?

Regarding the video “The Mercy Project”

1) What was the original “problem” that was addressed by The Mercy Project?

2) How was the problem translated into a business problem?

3) In the long run, what do you suppose The Mercy Project will become?
Critical Thinking Assignment #3 (60 points)

Article: “Reaching the Rich World’s Poorest Customers”

Your Assignment: Read the article closely and answer the following questions:

1. This article discusses marketing to BOPM customers, but in developed countries. What do you suppose are some of the important differences between marketing to BOPM customers in a developed country relative to a developing country? How does this impact the strategic approach of the authors? (15 pts)

2. The implementation of the “social business model” requires the participation of three distinct players: the local government, NGOs, private and businesses. Discuss the distinct contribution of each entity to a typical social business program. (15 pts)

3. Discuss the three key elements of a typical social business program. For each element, discuss the implications for the marketing strategies deployed. (15 pts)

4. Please refer to the chart on p.52 of the article regarding how the social business model differs from the typical approach to BOPMs. (Low-cost model). Based upon the key differences identified, which aspects of the marketing mix are most likely to be different? Explain your answer. (15 points)
Section 12

Key Topics

1. Overview of market entry strategies
2. Exporting
3. Licensing/Franchising
4. Joint Ventures/ Consortia
5. Foreign Direct Investment

Study Questions

1. When considering market entry strategies, it is common to consider “control” on one dimension and “risk/reward” on the other dimension. According to Dr. Newbold, what is the third dimension that also plays a key role in choosing a market entry strategy?
2. What is the least risky form of entering a foreign market? What is the riskiest form of entering a foreign market?

3. What is the difference between a strategic alliance and a joint venture? What is the difference between a joint venture and a consortium?
Section 13

Key Topics

1. Country of Origin Effects
2. Adaptation vs. Standardization
3. Marketing mix elements most likely to be adapted
4. Role of the Product Component Model
5. Best way to avoid a marketing mistake

Study Questions

1. What is meant by the term “country of origin effect”?

2. When firms are adapting to enter a foreign market, which 2 elements of the Marketing Mix are most likely to be adapted?
3. The text talks about the Product Component Model? Draw one up. What is it used for?

4. What is the best way for a multinational firm to avoid making a bad marketing mistake when adapting its mix to a foreign country?
Different cultures expect different gifts at the end of a rainbow.
In-class Activity: Subway Video

Subway Story: International Expansion (9:08))

https://www.youtube.com/watch?v=WJOEZGI50B8

1) When did Subway begin to expand outside the U.S.?
   a. What was the first country they expanded to?

2) What was the initial problem faced by their international expansion efforts?

3) Consider the following countries. What cultural issues did Subway face in:
   a. Singapore?: ________________________________
   b. India?: ________________________________
   c. The Middle East?: ________________________________

4) Consider the following countries. How did Subway adapt their product line for:
   a. Australia
   b. Russia
   c. Pakistan
   d. South Africa

5) Discuss how Subway leverages technology to manage their international activities.
Section 14

Key Topics

1. Price escalation and how to best deal with it
2. Parallel/Gray markets
3. The Import-oriented distribution approach

Study Questions

1. Define “price escalation”. Give an example.

2. Briefly, discuss three factors that can lead to price escalation
3. Briefly, discuss 3 ways in which firms can minimize the impact of price escalation.

4. Define a “gray” market. How is it different from a “black market”? 
5. What is the best way for a firm to deal with gray market issues?

6. Describe the basic import-oriented distribution model. What are the two key factors it is based upon?
Section 15

Key Topics

1. Types of middlemen
2. Agents vs. Merchants
3. Implications of who takes title
4. Export Trading Companies vs. Export Management Companies
5. Factors impacting the choice of channel partners

Study Questions

1. Discuss why it is import to know whether a distribution partner is an “agent” or a “merchant”.

2. What are the main implications associated with “taking title”? 
3. List and briefly discuss 3 factors affecting your choice of channels in a foreign market.

4. What are the differences between Export Management Companies and Export Trading Companies? Which is better?
Section 16

Key Topics

1. Expatriates/Local Nationals/Third Country Nationals
2. Why firms use expatriates
3. Advantages/disadvantages for firms
4. Advantages/disadvantages for individuals
5. Attributes desired in expatriates

Study Questions

1. What are some reasons why a firm would want to send someone overseas on an expatriate assignment?

2. What are the primary advantages to the employee of taking an international expatriate assignment?
3. What is the difference between a foreign national and a third country national? What are the reasons for employing either?

4. Briefly discuss 3 attributes that an HR person would be looking for in an employee for an overseas assignment.

5. Briefly, discuss three reasons why an employee may have reservations about taking an overseas assignment.
Outrageous! Osborne's stopped the winter fuel allowance for us expats!
## MKTG 4340: Exam 2 Study Guide

**Topics by Chapter**

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<th>Topics</th>
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|         | China  
|         | Japan  
|         | India  
|         | 4 Tigers/4 Dragons |
| 11      | Europe 
|         | Africa 
|         | Middle East 
|         | Latin America 
|         | BOPMs; what they are; why they are relevant 
|         | Income for middle class 
|         | Income for poverty line |
| 12      | Market Entry Strategies: most risky least risky, most control least control 
|         | Know key differences between: exporting, licensing/branding, strategic alliances, joint ventures, consortia, FDI 
|         | What is Dr. Newbold's "3rd dimension" to looking at market entry? |
| 13      | Country of Origin Effects 
|         | Product Component Model; why it is useful 
|         | Adaptation vs. Standardization 
|         | Mix elements most likely to be adapted 
|         | How to avoid making a marketing mistake in a foreign county |
| 14      | Price escalation 
|         | How to minimize price escalation 
|         | Parallel and Gray Markets 
|         | Import Oriented Distribution Structure |
| 15      | Types of Middlemen 
|         | Implications of who takes title 
|         | Export Trading Company vs. Export management Company 
|         | Difference between agent and merchant 
|         | Factors impacting choice of channels |
| 16      | Expatriates/Foreign Nationals/3rd Country Nationals 
|         | Expatriates: Why it is done 
|         | Expatriates: Attributes desired 
|         | Expatriates: Advantages 
|         | Expatriates: Disadvantages |

3 Videos on China

2 Videos on BOPM

Subway video

Noobers Goobers Exercise
### MKTG 4340: Comprehensive Final Exam Study Guide

#### Topics by Chapter

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