

# Global Marketing

**Media Type:** Microsoft® PowerPoint® Presentation

**Duration:** 74 slides

**Goal:** To discuss the strategies for global marketing.

**Description:** The presentation begins with an brief overview of the important elements of marketing. Then describes how these elements are translated on an international scale. After examining how to select international markets, the presentation ends with an explanation of how to design global marketing strategies.

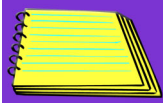
**Objectives:**

1. To discuss the procedure by which a foreign target market is selected.
2. To determine the pricing strategy for export time.
3. To identify various data-based analytical techniques available for estimating market potential.
4. To evaluate the reasons behind the need to standardize or to adapt the marketing mix.
5. To identify advertising media used in foreign markets.
6. To explain the impact of multiculturalism on advertising marketing activities.
7. To examine elements of culture.
8. To discuss the need for understanding cultural diversity.

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Social Studies	<i>Geographical Skills &amp; Applications</i>	<ul style="list-style-type: none"> <li>• Geographic trends</li> <li>• Cultural trends</li> </ul>
Math	<i>Logical Skills</i>	<ul style="list-style-type: none"> <li>• Problem solving</li> <li>• Justification and proof</li> <li>• Real-life applications</li> </ul>
	<i>Application of Mathematical Technology</i>	<ul style="list-style-type: none"> <li>• Spreadsheets</li> <li>• Design software</li> <li>• Collecting data</li> <li>• Evaluating conclusions</li> <li>• Compare/contrast findings</li> <li>• Classification/organization skills</li> </ul>
Language Arts	<i>Analysis of Text &amp; Information</i>	<ul style="list-style-type: none"> <li>• Drawing inferences and generalizations</li> <li>• Critical thinking</li> <li>• Expression of thoughts and ideas</li> <li>• Communication skills</li> <li>• Developing listening and comprehension skills</li> <li>• Creating visual representations</li> </ul>
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none"> <li>• Utilizing document processing software</li> <li>• Utilizing presentation processing software</li> <li>• Internet-based research</li> </ul>

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## Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the “Printable Resources” section. If student licenses have been purchased, an interactive version of the Student Notes is available in the “Interactive Activities” section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

**Class 1:** Begin class by handing out the *Global Marketing Vocabulary Handout* and the *International & Domestic Business & Marketing Student Handout*. Show the *Introduction to Marketing* segment and administer the corresponding *Assessment*.



Slides  
1-15

**Class 2:** Show the *Global Marketing* segment and administer the corresponding *Assessment*. Have students begin the *Elements of Culture Activity*.



Slides  
16-34

**Class 3:** Remind students to continue using the *Vocabulary Handout*. Show the *Selecting International Markets* segment, and administer the corresponding *Assessment*.



Slides  
35-44

**Class 4:** Remind students to continue using the *Vocabulary Handout*. Show the *Designing the Global Marketing Program* segment and administer the corresponding *Assessment*. Have students begin the *International Promotional Campaigns Activity*.



Slides  
45-74

**Class 5:** Introduce the *Global Market Strategies Project*. Allow students to begin work on the *Project*.

**Class 6:** Allow students to continue to work on the *Global Market Strategies Project*.

**Class 7:** Allow students to continue to work on the *Global Market Strategies Project*.

**Class 8:** Allow students to continue to work on the *Global Market Strategies Project*.

**Class 9:** Allow students to continue to work on the *Global Market Strategies Project*.

**Class 10:** Collect the *Global Market Strategies Project*. Administer the *Final Assessment*.



## Lesson Links

### Business Environment Risk Intelligence

- [www.beri.com](http://www.beri.com)

### American Marketing Association

- [www.ama.org](http://www.ama.org)

### Business Marketing Association

- [www.marketing.org](http://www.marketing.org)



## Career & Technical Student Organizations

### Business Professionals of America

- Economic Research Individual
- Global Marketing Team

### DECA

- International Business Plan
- Entrepreneurship Innovation Plan

### Future Business Leaders of America

- Introduction to Business
- Marketing
- Virtual Business Management Challenge

### SkillsUSA

- Entrepreneurship

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## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50621, Renee Gonzales, Marketing Specialist, Mercedes Benz of Lubbock
- iCEV50174, Javier Moreno, Communications and Marketing, Toyota
- iCEV50180, Isabelle Fleury, General Manager, New York Habitat
- iCEV50770, Jason Salyers, Marketing Strategist, Converse Marketing



## Lab Activities

### Elements of Culture

#### Directions:

Students will analyze the elements of culture for a country they select. After researching demographic information about the country, they will explain how these elements would affect the marketing mix for a business.

### International Promotional Campaigns

#### Directions:

Students will select an international company and examine seven of the company's advertisements each from different countries. Students will then explain how the advertisements differ and how the cultures of the different countries affected the advertisements.



## Projects

### Global Market Strategies

#### Directions:

Students will be writing a global marketing strategy proposal. They will choose a local business and analyze the product the business provides. They will then select an international market to enter by using economic and trade theories as well as screen market analyses. Finally, they will explain how the business will standardize, and how the business will adapt to uncontrollable factors in the market. Finally, students will summarize the marketing mix decisions for the business. The result will be a typed proposal of about ten pages.