

## International Business

### LAP 19 - Developing Goods and Services for Global Markets



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**

- Describe sources of product opportunities for international marketing
- Identify categories of consumer products
- Explain how services are marketed
- List the steps in the new-product development process
- Describe data collection methods
- Describe branding and packaging techniques
- Develop a global product strategy

**Text**                      Business in a Global Economy

**Resources**            Chapter 19 – Developing Goods and Services for Global Markets

**Time Frame**        5 hours (suggested)

Turn in completed activities as directed by instructor.

Use Workbook pages 107-110 to take notes on all topics

- \_\_\_\_\_ Read text pp. 402-409
- \_\_\_\_\_ Complete text Reading Review Questions 1, 2, 3, p. 423
- \_\_\_\_\_ Complete workbook Part 4, p. 112
- \_\_\_\_\_ Read text pp. 409-412
- \_\_\_\_\_ Complete text Reading Review Questions 4 and 5, p. 423
- \_\_\_\_\_ Complete workbook Part 3 and Part 5, p. 112
- \_\_\_\_\_ Read text pp. 412-417
- \_\_\_\_\_ Complete text Reading Review Questions 6,7, 8, 9, 10, p. 423
- \_\_\_\_\_ Complete workbook Part 6, 7, p. 113
- \_\_\_\_\_ 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 (6, 8), p. 424
- \_\_\_\_\_ Complete text Enrichment, p. 425
  
- \_\_\_\_\_ Complete Self Assessment
- \_\_\_\_\_ Complete the Chapter 19 Test

**Self Assessment – “I/ can...”**

- describe product opportunities
- identify categories of consumer products
- explain how services are marketed
- discuss these steps in the new-product development
- list the steps in the marketing research process
- describe the data collection process
- describe branding and packaging techniques

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