

## International Business

### *LAP 21 - Global Promotional Strategies*



Name \_\_\_\_\_

Period \_\_\_\_\_

Date Started \_\_\_\_\_

Date Completed \_\_\_\_\_

**DoDEA Benchmarks**                      **3.10 and 3.11**

**Business/Computer Standard(s)**

- Explain how geography and culture influence business
- Recognize the importance of oral and written communication

**Objectives**

- Draw a diagram that illustrates the communication process
- Describe the elements of a promotional mix
- Explain the activities involved in planning advertising
- Describe the personal selling process
- Discuss the use of public relations and sales promotion

**Text**                      Business in a Global Economy  
**Resources**            Chapter 21 - Global Promotional Strategies  
**Time Frame**           5 hours (suggested)

Turn in completed activities as directed by instructor.

Use Workbook pages 123-124 to take notes on all topics

- \_\_\_\_\_ Read text pp. 451-461
- \_\_\_\_\_ Complete text Reading Review - Questions 1, 2, 3, 4, 5, 6, 7, 8, p. 469
- \_\_\_\_\_ Complete workbook Parts 3, 4, 5, 6, p. 126-128
- \_\_\_\_\_ Complete text Expanding Horizons (1), p. 469-470
- \_\_\_\_\_ Read text pp. 461-465
- \_\_\_\_\_ Complete text Reading Review - Questions 10, 11, 12, p. 469
- \_\_\_\_\_ Complete workbook Part 7, p. 128
- \_\_\_\_\_ Complete text Expanding Horizons (6), p. 470
- \_\_\_\_\_ Read text pp. 466-468
- \_\_\_\_\_ Complete text Reading Review Questions 13, p. 469
- \_\_\_\_\_ Complete workbook Parts 1 and 2, p. 125
- \_\_\_\_\_ Complete text Research (2), p. 470
- \_\_\_\_\_ Choose 2: Cases 19, 20, 21, 22,23, pp. 43-52
- \_\_\_\_\_ Complete Self Assessment
- \_\_\_\_\_ Complete the Chapter 21 Test

**Self Assessment – “I/ can...”**

- draw a diagram illustrating the communication process
- describe a promotional mix
- explain the activities involved in planning advertising
- discuss the personal selling process
- discuss public relations and sales promotion

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