



STUDY CHECKLIST FOR MATERIAL COVERED IN CLASS FOR MIDTERM II

(Separate study guides cover textbook issues)

Textbook, chapters 1-9 (see separate study guides)

Economics

- Exchange rates—how they are set
- Measures of country wealth and their different implications and meanings
- Cautions in interpreting economic data
- Protectionist obstacles to trade

Political and Legal Issues

- Political stability/risk
- Conflicts of laws between countries
- Development and issues of legal systems
 - Enforcement
 - Litigation
 - Administrative law (“administrative guidance”)
 - Transparency
- Approaches to law, their characteristics, and implications
- Laws of interest to U.S. firms operating abroad

Culture

- Language
 - Regional variations within languages (e.g., European vs. Brazilian Portuguese)
 - Euphemisms
 - Idioms, neologisms, and slang
 - High vs. low context
 - Cross-cultural writing patterns
 - Translation issues

- Appropriate language use
- Deliberate ambiguity
- Translation through “centering”

- Hofstede’s Cultural Dimensions
- Globalization and anti-globalization
- Issues in negotiations
- Negotiation content and emphases across cultures
- Cultural “borrowing”

Environmental Scanning and Marketing Research

- Levels economic integration among countries
- Marketing research
 - Primary vs. secondary
 - Country research issues
 - “Hard” vs. “soft” data
 - “Big picture” of market research process
 - Equivalences in marketing research—you do not need to remember all, but you should be able to discuss the general idea of equivalences and give two examples of your choice
 - Data availability and reliability
 - Issues in primary research

Decision Making for Country Entry

- Market distances
 - Types
 - Implications
- Country segmentation and bases for this approach
- Segments of countries in terms of “country attractiveness”

- Segmentation within countries
 - Selected bases
 - Issues
- Issues in preliminary screening of markets
- Japanese *keiretsus*
 - Structure
 - Function
 - Implications
 - Impact on competitive environment
- *Inter-* vs. *intramarket* segmentation
- Issues in positioning across markets

Entry Strategies

- Issues in competitor analysis
- Signaling
- Country evaluation—screening vs. more in-depth analysis
- Forecasting—purpose only (you do not need to focus on the specific methods other than as indicated on the text study guide)
- Competitors and market share
 - Types of competitors
 - Their likely impact
- Entry strategies—advantages and disadvantages of each
 - Exporting
 - Licensing/franchising
 - Turnkey projects
 - Management contracts
 - Contract manufacturing
 - Direct entry: overseas manufacturing/assembly
 - Acquisitions
 - Joint ventures
- Exporting
 - Piggy-backing
 - Tasks involved in the export process
 - Export problems

Products and Services

- Differences in purposes of products served across cultures
- Approaches to product introduction in foreign markets—advantages and disadvantages of each
- Product design philosophies

- Mandatory vs. “discretionary” product adaptations
- Reasons for product adaptations
- Compatibility issues
- Physical vs. communications adaptations
- Global product lines
- Entry timing strategy
- Diffusion of innovation
 - Degrees of innovation
 - Types of innovations
 - Factors affecting adoption of new products
 - Influences on speed
 - Societal conditions influencing the spread of innovation
- Pioneering advantage/disadvantage
- Branding
 - Options
 - Combinations
 - Branding issues
 - Local market expectations
 - The brand portfolio
 - Extensions
 - Hierarchies
 - Globalization potential
 - Implementation
- Positioning
- Counterfeit products
- The International Product Life Cycle
- Country of origin effects
- Services—product-service continuum and implications