



STUDY CHECKLIST FOR MATERIAL COVERED IN CLASS MIDTERM II

The below issues, chapters 1-9 of *The Culturally Customized Web Site*, and chapters 1-4 of *Internet Marketing* will be covered.

Introduction

- The marketing environment—issues and implications
 - Technological change
 - The product life cycle and the international product life cycle
 - Consumer reaction to technological change
- Order of entry issues
- Evolution of technology in business
 - Digitality
 - Profit orientation
- Revenue models
 - Revenue streams
 - Cyclicity
 - Relationships between streams
- Sources of site income
- Types of “pure” business models

The Electronic Age of Marketing

- Internet issues
 - Design for redundancy—reasons
 - Internets vs. intranets
 - Web site address issues
 - URLs
 - Domain names
 - Protocol preface
 - Domain names
 - Domain suffixes
 - Within-domain location
- Economics of Internet commerce—issues
- Considerations in evaluating e-commerce potential
- Business models of e-commerce—types and issues
- Business model design

Desktop Publishing in Word

- Fonts
 - Serif vs. sans serif—differences and advantages and disadvantages of each
 - Mono-space vs. proportional

Internet Markets and Segments

- Segmentation and approaches to marketing
- Bases for segmentation
- Positioning strategies
- The “Digital Divide”
- Consumer Internet behavior (activities)
- Consequences of Internet use

Advanced PowerPoint: No specific questions.

Taking Marketing to the Net

- Classifications and issues
 - Home
 - Types

- First mover (dis)advantage
 - Web drivers
 - Conversion rates
- Markets served
 - Types
 - Segmentation
 - Market gaps
- Coverage
 - Types
- Entity type
 - Types
- Status
 - Types
- Offer type
 - Types
- Sector
 - Types
- Fulfillment
 - Types
- Legal and ethical issues
 - Jurisdictional
 - Privacy

Excel

- Scenario planning
- Optimization--purposes

International Issues

- Types of international strategies—advantages and disadvantages
- Evaluating markets
- Internet readiness criteria
- Internet leader countries
- Online language communities
 - Low context societies

- Risks in international expansion
- Language issues
- Translation issues
- Cultural issues
- Government issues
- Web site customization
 - Standardization vs. customization tradeoffs
 - Rationales for customization
 - Cultural and language factors affecting response to web sites
 - Countries vs. cultures within countries
 - Segmentation within countries
 - Caveats in interpreting scores of countries on Hofstede's dimensions
 - Suggestions for web sites for
 - Cultures high on collectivism
 - Cultures high on individualism
 - Cultures high on uncertainty avoidance
 - Cultures high on power distance
 - Cultures highly masculine
 - Cultures highly feminine
 - High context societies