



STUDY CHECKLIST FOR TEXTBOOK MATERIAL FOR MIDTERMS

Rakesh Mogan Joshi, *International Marketing*
Chapters 10-12

The following is a list of material from the textbook that may not be covered extensively in class but may be covered on the exam. Please note that there is considerable overlap between material covered in class and in the text and that the textbook may serve as a useful reinforcement of classroom material.

Please note that definitions and numbers are not likely to be important to memorize for the exam. Exam questions will, instead, tend to focus on applications. It is therefore more important that you understand the material and be able to see how it applies to the situations of real firms.

Chapter 10—“Pricing Decisions for International Markets”

- Terms of Payment in International Transactions
 - Advance payment
 - Open account
 - Consignment
 - Documentary credit
- Types of credit
- Dumping—types and distinctions
- Transfer pricing—types and implications

Chapter 11—“International Logistics and Distribution”

- The value chain and logistics
- Direct vs. indirect channels
- Characteristics of the Japanese distribution system
- Private labels and international retailing

Chapter 12—“Communications Decisions for International Marketing”

- Factors influencing the communications mix for international markets
- “Push” vs. “pull” strategies
- Cultural issues in communications decisions
- Media structure issues