



4.6 International marketing (HL)

Terminology exercise

Check that you understand the terminology used in this subtopic by dragging the correct word into each space.

There are several ways to enter international markets, from _____ (least risky), to _____ investment (most risky).

Operating in many countries can create _____ for businesses because it means they can grow, expand and develop. However, it can also create _____; there are various external factors that pose challenges to businesses who wish to expand internationally.

Once a company has decided to expand internationally, there are two basic models of international marketing strategy that it can follow. The first is a _____ strategy, which involves using the same marketing mix for every country. With this strategy, products are not tailored to meet the needs of local markets; instead, a single marketing offer is presented to all global consumers. The second is an _____ strategy, whereby goods and services are tailored to meet the needs of local consumers; all elements of the marketing mix could potentially be updated.

- exporting
- foreign direct
- adaptation
- threats
- opportunities
- standardisation

✔ Check

