



4.6 International marketing (HL)

Checklist

What you should know

By the end of this subtopic, you should be able to:

- define the following terms: (AO1)
 - exporting
 - direct investment
 - joint ventures
 - strategic alliances
 - franchising
 - mergers and acquisitions
- explain methods of entering international markets (AO2)
- evaluate opportunities and threats of international markets (AO3)
- outline international marketing strategies (AO1)