

# 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)

