

BSNS 4250 GLOBAL MARKETING

REVIEW FOR EXAM IV: CHAPTERS 14, 15, 16, 18

CHAPTER 14: INTERNATIONAL MARKETING CHANNELS

Distribution process
Distribution structure
Import-oriented/traditional distribution structure
Distinguishing features of the Japanese system
How control is maintained in the channel
Significant trends in modern channel structures
Export management company
Export Trading Company Act
Complementary Marketers
Export merchants
Export jobbers
Kinds of channel costs
6 issues that concern an e-vendor

CHAPTER 15: EXPORTING AND LOGISTICS: SPECIAL ISSUES FOR BUSINESS

Major issues in getting Mr. Kang's paper-converting machine to China
Bureau of Industry and Security
Export Administration Regulations
Process of determining your export requirements
Export Control Classification Number
Commerce Control List
Red flags for exporters
Electronic services available to exporters
Types of import restrictions
Terms of sale
Letter-of-credit transaction
Principal export documents
Foreign trade zone
Freight forwarder

CHAPTER 16: INTEGRATED MARKETING COMMUNICATIONS AND INTERNATIONAL ADVERTISING

Mattel's IMC campaign for foreign Barbie
Integrated marketing communications
Sales promotions and examples
Public relations and examples
Regional segmentation
Comparative advertising and legal constraints
Media limitations
Linguistic limitations
Direct mail
European Community legal issues in controlling advertising

CHAPTER 18: PRICING FOR INTERNATIONAL MARKETS

Pricing objectives
Parallel imports
Skimming pricing
Penetration pricing
Price escalation
Costs of exporting
Effect of varying currency values & exchange rates
Dumping
Countertrade
Transfer pricing
Administered pricing