

Aids Awareness

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Global Marketing

**Homework Assignment
One**

Due Tuesday, September 26, 2006

The Global Marketing Environment

Economic, Trade, Social, Political, and Legal Environments

**type country name
here**

type your name here

Discuss / Analyze all 5 global marketing environments in detail.

Format: 11point font, 1 ½ line spacing, Margins: Top/Bottom ½” Left/Right 1”
Paper Copy and Electronic (CD)

Content : 2-3 page summaries per environment (15-20 pages total)
50 pages supporting documentation (10 pt, 1 ½ line spacing)

ECONOMIC Environment

A) Identify **and** Define the type of **economic system**. What are the pros (advantages) and cons (disadvantages) of this economic system? [What impact will this economic system have on your marketing mix (product, price, place, promotion, packaging, positioning, people)? **DISCUSS** the implications for your brand and the impact on your ability to market your product successfully.]

Market Capitalism: Market capitalism is an economic system in which individuals and firms allocate resources and production resources are privately owned. Consumers decide what goods they desire and firms determine what and how much to produce. The role of the state is to promote competition among firms and ensure consumer protection. (Keegan)

The quick brown fox jumped over the lazy dogs. The quick brown fox jumped over the lazy dogs. The quick brown fox jumped over the lazy dogs. The quick brown fox jumped over the lazy dogs. The quick brown fox jumped over the lazy dogs.

B) Identify **and** Define the **stage of market development (level of income)**.

DISCUSS the impact on your ability to market a product successfully. What are the characteristics shared by countries at this income level? Based on the stage of market development, evaluate the **product saturation level** (the percentage of potential buyers) for a high priced and low priced items. What impact does this stage of market development have on the marketing mix? [What are the advantage and disadvantages? What stage in the product life cycle is your product in that country? Discuss the relationship of the product life cycle stage to the **adoption curve model**. Discuss the impact the economic environment will have on the rate of adoption.]

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TRADE Environment

Identify and Define the type of preferential trade agreements that exist with the country where you will market your product. DISCUSS the implications and the impact on your ability to market a product successfully. Are Tariffs, Duties, or Quotas involved?

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SOCIAL / CULTURAL Environment

i. Summarize each of the following for your country. What are the marketing implications of each of the following?

- Attitudes, Values, Beliefs**
- Religion**
- Aesthetics**
- Dietary Preferences**
- Language**
- Nonverbal Communication**

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□ **POLITICAL** Environment

- i. Identify and Discuss the level of political risk. Search GOOGLE
- ii. What are the symptoms of political risk? What are the causes of political risk?
What are the implications for your product? What is the impact on your marketing mix?

□ **LEGAL / REGULATORY** Environment

- i. **Identify and Discuss the impact of the regulatory environment**