

Question 1 – Global vs. domestic marketing

During the introductory stages of the International Business course and in the initial parts of the course literature a discussion comparing global marketing to domestic marketing took place.

What do you consider to be the main differences between global marketing and marketing in the domestic context? Describe these differences thoroughly and motivate why you find them important.

Question 2 – International competitiveness

In chapter 4, Hollensen (2014) present Porter's "diamond" that describe the role the home nation plays for the competitiveness of the firm engaging in international activities.

The diamond model appears in two different forms in the chapter. Describe and discuss the simpler version of the model.

Question 3 – Country of origin effects

- Describe what country of origin effects are.
- Describe how country of origin effects can be used by consumers and companies.
- Discuss whether you think that this can be applicable to the Burberry brand, and why. Motivate your answer.

Question 4 – Standardization vs. adaptation

Discuss the concepts of standardization and adaptation. Next, discuss whether you think companies should or should not standardize advertising messages worldwide. Motivate your answer.