📙 Summary

4.7 International Marketing (HL)

Subject	**Year**	**Start date**	**Duration**
Business Management	IB2	Week 1, November	`1 week` 4 hours

Course Part

Unit 4 Marketing

Description

By the end of this *Subtopic 4.7 - International marketing*, you should be able to:

- Explain methods of entry into international markets.
- Compare the opportunities and threats posed by entry into international markets.
- Examine the strategic and operational implications of international marketing.
- Evaluate the role of cultural differences in international marketing.
- Discuss the implications of globalisation on international marketing.

📚 Inquiry & Purpose

⑦ Inquiry / Higher Order Questions

Type	Inquiry Questions
Skills-based	Many ads use scientific language. What does this tell us about the hierarchy of different areas of knowledge?

🔍 Curriculum

⊕ Aims

Promote the appreciation of the way in which learning is relevant both to the culture in which the student lives, and the culture of other societies

◇ Objectives

Demonstrate knowledge and understanding of

the HL extension topics (HL only)

Demonstrate application and analysis of

the HL extension topics (HL only)

Deira International School

IB DP IB Business Management (IB2)

📖 Syllabus Content

Unit 4: Marketing

4.7 International marketing (HL only)

Methods of entry into international markets

The opportunities and threats posed by entry into international markets

The strategic and operational implications of international marketing

The role of cultural differences in international marketing

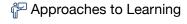The implications of globalization on international marketing

💡 Concepts

Culture

Every organization operates in a range of environments in which its role may be interpreted differently. These expectations affect planning, decision making and strategy implementation. Within an organization, values and backgrounds influence what stakeholders focus on and how they work.
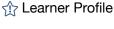
📝 ATL Skills

🗣 Approaches to Learning

Research

- In this unit, we will

require students to record their search for sources in steps (types of search engines, search terms, and so on)

👤 Developing IB Learners

⭐ Learner Profile

💗 Principled

🖼 Open-minded