

Global Marketing Strategies

WebQuest Description: This web quest will help you better understand the concept of global marketing strategies. It will challenge you to come up with ideas that could potentially help a business when trying to get into international markets.

Keywords: global marketing strategies

Introduction

Why are global marketing strategies, so important to business? Businesses interested in expanding their market to other countries around the world need to take into consideration what it takes to do so. It is vital that they come up with different action plans on how they plan to be successful in different markets, these are called Global Marketing Strategies.

You might ask, why is it necessary for businesses to expand outside of their own country. Can they not just stay where they are and expand within their own country? If a company has the ability to expand their market and grow their business worldwide, why wouldn't they. Not many businesses have this opportunity, so if one does why would they pass on an offer like that.

Tasks

Your job for this task: research different processes that companies go through to achieve a global market. You must find several different global marketing strategies that different companies have used in the past and apply the information you have researched to answer the questions in the quiz.

Process

Use the following links to answer the following questions:

http://www.selfgrowth.com/articles/Articles_Global_Marketing_Strategy.html

**(Use for #1)

<http://global-marketing-strategies.com/process.php> **(Use for #2)

<http://global-marketing-strategies.com/projects.php> **(Use for #3)

Quiz Questions:

- 1) In your own words, what is the definition of global marketing strategies?
- 2) What are the three phases according to global marketing strategies?
- 3) What are the strategies that “Global Marketing Strategies” used to do business in Bulgaria?
- 4) Logically, if you were to be a US business where would it be the best place to start expanding your business outside of the country? (a) Canada (b) France (c) England (d) Brazil
- 5) What are some benefits to expanding your business outside of your home country?
(List at least 3)
- 6) What are some risks to expanding your business outside of your home country?
(List at least 3)
- 7) Doing your own research, list at least 3 different global marketing strategies (not the ones listed above) for expanding your business into Japan. Make sure that you research their customs, things that would not be appropriate in business there that are fine in your own country, and accommodate their personal business style.

Conclusion

Congratulations, you have just finished your web quest with global market strategies. You should now understand the concept of marketing internationally and how difficult, but rewarding it is for a business. Marketing strategies for creating an international business are vast and there are so many of them, it is vital for a business to choose the best ones that are beneficial to them. It is also extremely important for a business to accommodate and make sure they understand the country that they are expanding into. Different countries have different business customs and what is appropriate in your home country may not be appropriate in the country you are expanding into. Using Global Marketing Strategies is an amazing way to help grow your business and get your name out there in the business world.