Description of the Assessment

Answer one of the below three questions. This should be written as a single essay though with two parts reflecting Part A and Part B. Use examples and do not write a single case study answer. The essay should be 3,000 words in length not including references. At least ten academic references should be used.

Please try to make them equal in words count not one 2000 words and other part 1000

Market Entry and Environment
Part A
What are the different methods of entry into oversea markets? What are the advantages and disadvantages of each of these methods?
Part B
How does the environment affect market entry? Provide an example of a company that adopts different entry methods in two different markets due to environmental factors.

Integrated Marketing Communication and Culture

Part A

What is Integrated Marketing Communication (IMC)? Discuss this answer in relation to communication tools and channels and the Buyer Readiness Stage/Hierarchy of Affects Model. Why is marketing communication important to international marketing?

Part B

Why is culture such an important factor when developing communication strategies in overseas markets? Select a global company and two countries which are culturally different. Show how the company uses different marketing communication in both countries due to culture.

Segmentation, Targeting and Positioning and Adaptation

Part A

What is segmentation, targeting and positioning (STP)? Why is STP so important to the marketing process?

Part B

Why do brands sometimes change aspects of their STP in overseas markets. Provide an example of a brand which has adapted its STP in an international market and explain why adaptation has taken place.

3000 words without sources and minimum of 10 academic  sources plus other sources

Try to use the reference as well because its more core reading book

Keegan, W. J. and Green, M. C. (2017) *Global Marketing*, 9/e Global Edition, Pearson Prentice Hall