

### **Levels of Internationalization Blog Assignment**

There are 5 degrees of internationalization, ranging from no direct foreign marketing to global marketing. Your task is to find a company that is currently at step 5 (global marketing). Write a brief paragraph explaining how they went from being solely domestic oriented to fully marketing globally (ie. how did they progress through the 5 steps). A complete submission will:

- 1) Detail a history of the company's movement through all 5 steps. If a certain step was skipped be very clear on why.
- 2) Include an explanation for each of these decisions (ie. why did they move from step 1 to step 2, from step 2 to step 3 etc.).
- 3) Be well-written with no spelling or grammatical errors.

### **Protectionism Blog Assignment**

For this writing response you will dive into U.S. trade relations. Find an article from the past two years that details a protectionist trade problem the U.S. has had with another country. Include a link to the article.

A complete submission will:

- 1) Summarize the article/trade problem.
- 2) Explain how this relates to protectionist concepts from the readings.
- 3) Be well-written with no spelling or grammatical errors

### **Culture and History Blog Assignment**

For this writing response you will explore a country's culture and its history. Choose a country and a cultural component (for instance, Japan's loyalty in business.) Explain how this is related to the history of that country.

A complete submission will:

- 1) Detail the cultural component.
- 2) Explain the relevant history and justify how it relates to culture.
- 3) Be well-written with no spelling or grammatical errors.

### **Cultural Elements Blog Assignment**

Find an article that discusses how a country's cultural element made international marketing difficult for a U.S. business. Describe the cultural element, and the specifics of how marketing became more difficult as a result of this difference in culture. Include a link to the article.

A complete submission will:

- 1) Include at least one of the five cultural elements.
- 2) Explain how this cultural difference made international marketing more difficult.
- 3) Be well-written with no spelling or grammatical errors.

### **International Advertising Blog Assignment**

Find a television or print ad in the U.S., and provide a link or picture here. Do the same with its counterpart from another country. In a few sentences describe the ad you have chosen. Explain any differences between the U.S. and non-U.S. version using the concepts discussed in class (history, geography, cultural values etc.).

A complete submission will:

- 1) Describe the two ads, and contrast any differences.
- 2) Explain the differences using language and concepts from class).
- 3) Be well-written with no spelling or grammatical errors

### **International Management Blog Assignment**

For this blog entry you may choose one of the two prompts:

- A) Research a business practice from another culture. Assess its difference from the U.S. using concepts such as M/P time, High/Low context, Hofstede etc. Label your post "Business Practice".
- B) After reading the "Values in Tension" article, identify a foreign business conduct that could be considered controversial. Assess the ethics of continuing or discontinuing this practice were you to do business in the country, using the concepts from the reading. Label your post "Business Conduct".

A complete submission will:

- 1) Describe the business practice/conduct.
- 2) Answer the prompt using concepts from the readings.
- 3) Be well-written, with no spelling or grammatical errors.