

NAME: _____

CLASS: _____

DATE: _____



MATCH THE CORRECT ANSWERS FOR INTERNATIONAL MARKETING INVOLVEMENT STAGES.

**NO DIRECT
MARKETING**

**Surplus in domestic demand
will encourage the foreign
market activities**

**IRREGULAR FOREIGN
MARKETING**

**Separate product line is
directed to different
countries based on their
demand**

**REGULAR FOREIGN
MARKETING**

**The product is available in
International market through
domestic intermediaries,
company website and
souvenir**

**INTERNATIONAL
MARKETING**

**Standardized product will be
marketed to the whole world**

GLOBAL MARKETING

**International market is more
important than domestic
market due to permanent
commitment**