

ACTIVITY 1 : CHAPTER 1

Drag and drop the correct answers according to the differences between global and international marketing

Dell Laptop

Nike Shoes

Customize
products

Standardize
products

Treat home and
world market as one

Different marketing
strategies are used in
different market

Less knowledgeable
about the market

Well understand about
the market

Elements	Global Marketing	International Marketing
Definition		
Product Features		
Customer Engagement		
Example		

GOOD LUCK!