

International Marketing (Student A)



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Getting students to talk

1. Are people in your country happy to buy products from abroad?
2. Do you worry about whether a product is made in your country or not?
3. Which countries manufacture the best value products?
4. What are the typical challenges which face a company when it enters a foreign market?
5. What are the most important things to know about a foreign market before entering it?
6. Why have Asian countries like Japan and Korea been so successful in the car industry?

International Marketing (Student B)



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1. What is the world's most successful international brand in your opinion?
2. Why are Italy and France so successful at producing luxury goods?
3. Are there any good products manufactured in your country which are sold abroad?
4. Why do companies sometimes use different product names depending on the country?
5. Why have American fast food chains been so successful internationally? It is a good thing?
6. Are consumers the same everywhere or do they differ from country to country?