**International Marketing Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**9.1: International Promotional Strategies Assignment for Tuesday, April 28th**

Following the movie Flash of Genius, you are to complete the following for section 9.1 in the textbook.

* + Read the Winning Strategies Case Study on MTV & Answer the two Think Critically Questions
  + Define Each Vocabulary word from section 9.1 (206-211)
  + Answer the two checkpoint questions (p. 207 & p. 210)
  + Answer questions 1-4 on p. 211
* Prior to leaving return the textbook you used
* Make sure you turned in the answers to the Flash of Genius Movie & the questions above.
* If you do not have time to finish the above due to the movie running long. That is okay. Don’t take the book home.

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