**Honors International Marketing Final Exam Review Assignment**

**Assignment: Create a vocabulary review in quizlet & a 1 question kahoot review game for a specific section of the International Marketing Curriculum.**

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| **Section** | **Topic** | **Pages** | **Student Assigned** | **Section** | **Topic** | **Pages** | **Student Assigned** |
| 1.1 | International Marketing Basics | 4 | Jackson Acuff | 7.1 | International Product Strategies | 156 | Vincent Lograsso |
| 1.2 | International Marketing Foundations | 9 | Andrew Allen | 7.2 | Consumer & Business Markets | 161 | Rashon Mack |
| 2.1 | International Trade Basics | 26 | Devon Atkins | 8.1 | International Channel Design | 18 | Landan Maerschalk |
| 2.2 | Barriers to International Trade | 32 | Annalise Boese | 8.2 | Exporting & Logistics | 186 | Andrea Morales |
| 2.3 | International Trade Institutes | 38 | Lucius Brown | 8.3 | International Retailing | 192 | Rachel Pak |
| 3.1 | The Elements of Culture | 52 | Colleen Carroll | 9.1 | International Promotional Strategies | 206 | Saheli Parekh |
| 3.2 | Cultural Dynamics | 59 | Catherine Demos | 9.2 | International Advertising | 212 | Billy Sample |
| 4.1 | National Demographics | 78 | Brianna Frank | 9.3 | International Selling Strategies | 218 | Mariya Sebastian |
| 4.2 | Economic Environment | 84 | Luke Goldstein | 1.1 | International Exchange | 232 | Natasha Shah |
| 4.3 | Political & Legal Environments | 89 | Annabelle Johnson | 1.2 | International Pricing & Payments | 238 | Michael Sheinis |
| 5.1 | Identifying Markets | 14 | Milan Johnson | 1.3 | Balance of Payments | 256 | Catrina Spagnualo |
| 5.2 | Market Opportunity Analysis | 111 | Nicole Khashmanian | 11.1 | Developing Global Strategic Plans | 258 | Isaiah Stubbs |
| 6.1 | International Competitive Advantages | 13 | Nicholas King | 11.2 | International Market-Entry Strategies | 264 | Sashil Vallabhl |
| 6.2 | International Product-Markets | 137 | Tharun Kintali | 12.1 | International Marketing Management | 282 | Reuben Verdouw |
| 6.3 | International Labor Markets | 142 | Amani LaRocque | 12.2 | International Organizational Design & Control | 288 | Kai Wright |

**Partner Activity:**

Create one of the following review games based on the assigned chapters. Templates for Jeopardy, How to Be a Millionaire, & Family Feud are in Edmodo.

**Jeopardy Review & How to be a Millionaire:** Ali & Olivia over Chapters 1 – 4 **Jeopardy Review & How to be a Millionaire:** Frankie & Chynna Chapt. 5 - 8

**Jeopardy Review:** Vanessa Chapters 10 – 12 & 1 Random Topic of your choosing

Jeopardy Reviews require each assigned chapter to be a topic header & 5 questions /answers from within that chapter need to be written.

How to be a Millionaire requires you to come up with 14 questions from the chapters you were assigned. You can mix them up as you wish.

**Quizlet Instructions:**

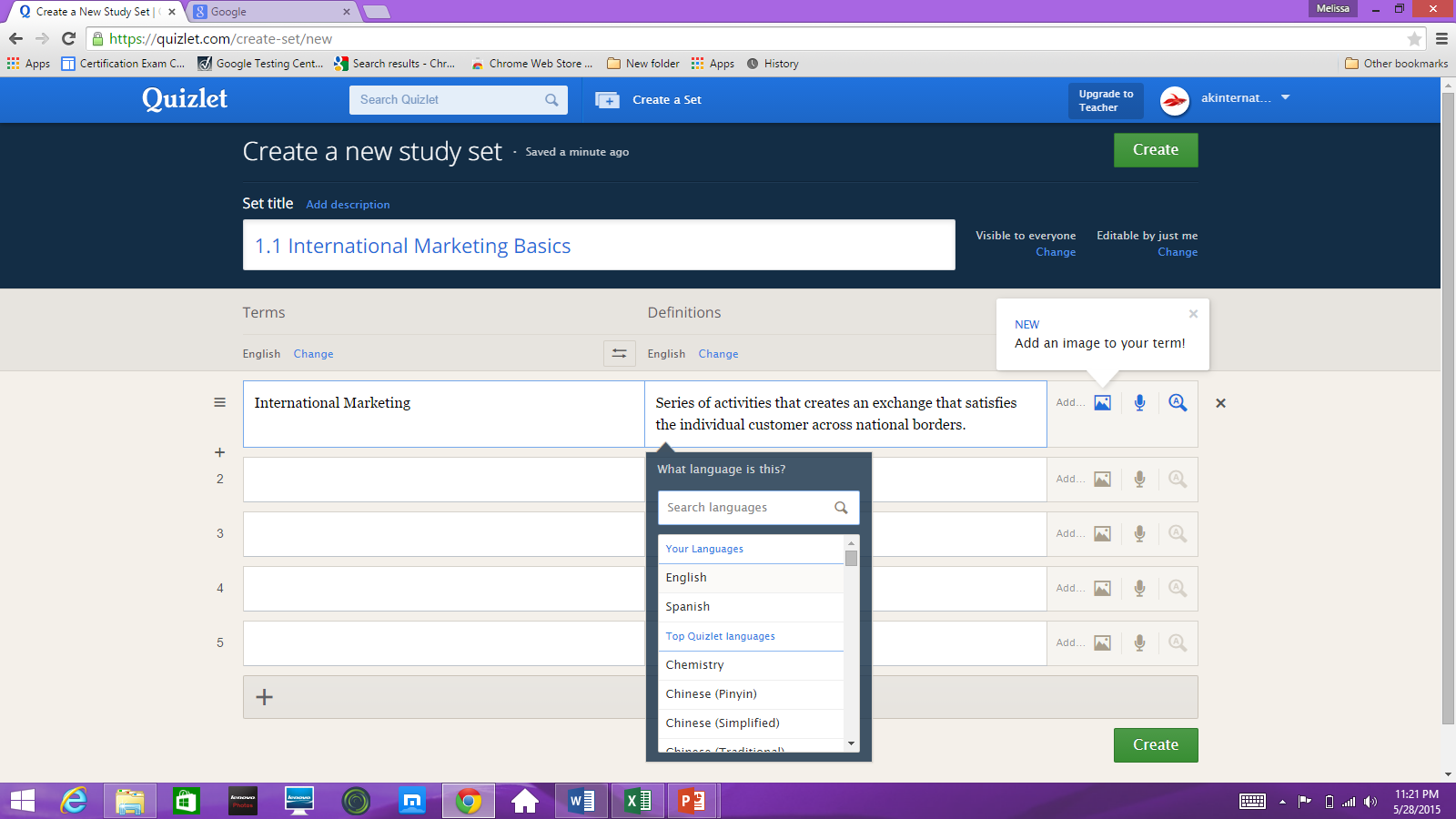
Step #1: Visit [www.quizlet.com](http://www.quizlet.com) and login. **username:** akinternational **password:** marketing

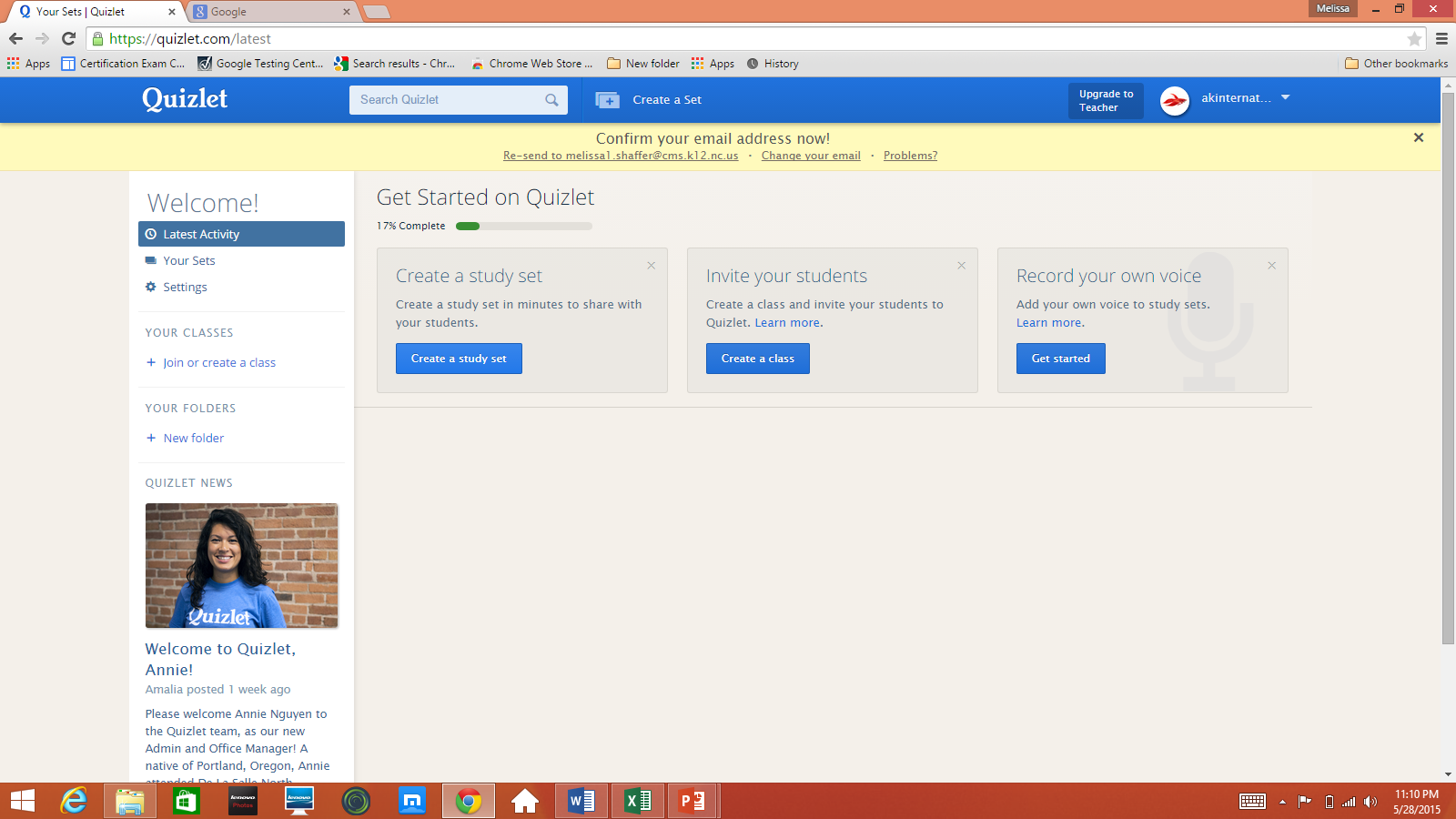
Step #2: Create a Study Set by clicking Create a Study Set (May need to be done twice)

Step #3: Give your Quizlet a Study Set Title the Corresponds to your section. Example: 1.1: International Marketing Basics

Step #4: Choose English as your language for both the Terms & Definitions. Plug in all definitions (Italicized & Bold words) from your section

Step #5: Click Create to complete your set.





**Kahoot:** [**https://getkahoot.com/**](https://getkahoot.com/) **Email:** [**melissashaffer32@gmail.com**](mailto:melissashaffer32@gmail.com) **Username: akinternational Password: Marketing**

**Step #1: Create a 10 question quiz. Click on Quiz. Name the Quiz Your Section & Title.** 1.1: International Marketing Basics

**Step #2:** Create questions that accurately reflect a topic in your section. Answer set can be True / False but at least 6 questions must be multiple choice.

Step #3: Once you have your 10 questions; Save & Continue your kahoot. Language: English Privacy Settings: Public Primary Audience: School

Step #4: Click Done once you have completed all 10 questions.

**Grade:** The first component you complete will be worth 25 formal points. The second component you complete will be worth 25 informal points.

Grade is based on completion & accuracy. All components are due by the end of the period today.

**Grade: \_\_\_\_\_\_\_\_\_\_\_\_ / 25 Formal Points**

**Grade: \_\_\_\_\_\_\_\_\_\_\_\_ / 25 Informal Points**