**6.01 International Marketing Competitive Advantage:**

* Define competitive advantage
* What is a value relationship?
* Be able to identify major events of the 1960’s, 1970’s, 1980’s, & 1990’s in International Marketing
* What is the difference between a differentiated & focused marketing strategy
* Name a direct & indirect competitor of General Motors
* What occurs when a company uses a Just-In-Time Inventory System
* What is are two ways a country might make capital more accessible to businesses looking to expand internationally? (p.133)
* How do human resources provide a competitive advantage for an International Marketer?
* What does a low cost strategy accomplish for a company?
* Marketing Resources plays a large part in the success of a company. What are 4 things a company gain do to gain a competitive advantage in this area?
* What are the three main ways a company can attempt to build barriers

**6.02: International Product Markets**

* Be able to define a product market
* What are the three methods used to implement a new product into a market?
* A screening process is used to determine the best product-market options. As part of this process what three factors are examined to determine which market is best?
* What role does lead time & brand recognition play in the concept of strategic considerations

**6.03 International Labor Markets**

* What are the three reasons that companies must find employees who understand International Marketing?
* What is the difference between an immigrant and an expatriate?
* What can companies do to locate talented employees?
* How are women impacted by the theory of Glass Ceiling?
* What is gender discrimination?
* What is the difference between offshoring & outsourcing?
* Define value chain
* What percentage of CEO’s in American-based Fortune 500 companies are women?