**Unit One Test Review**

Test over Unit One is Thursday, September 11. In order to do well you should be able to answer the following. The test is 23 multiple choice questions and two short answer.

**1.1**

* Define International Marketing
* Why is international Marketing more complicated than domestic marketing?
* What are the strategies a company utilizes to become international?
  + Define direct investment, Joint Venture, & Licensing Agreements
* What factors have driven the expansion of International Marketing
  + Understand each & know which one has had the strongest influence
  + How has transportation impacted international marketing growth
* Define the 7 functions/Core Standards of marketing
  + Product/Service Management, Promotion, Pricing, Marketing Info. Management, Financing, Selling, Channel Management / Distribution

**1.2**

* What are the advantages of International Trade
* Which two countries account for the largest economies in that world?
* How can a country’s market potential be determined?
* Define Free Trade
* List three arguments against free trade
* List three arguments for free trade
* Define Gross Domestic Product
* Define fair trade
* Define Mercantilism
* Define The Silk Road