

# Supplements Sampler

## Listing | Examples of Supplements for *International Marketing 7e*



### Available Supplements

Instructor Supplements	Price	Student Options/Supplements	Price
Instructor's Manual	Gratis	Range of media/prices for textbook	\$39.95 and up
Test bank formatted for major LMS platforms	Gratis	Premium eBook w/web assignments & interactive study tools	\$54.95
PowerPoint Lecture Slides	Gratis	Video Labs	Gratis
Video Labs with Student Assignments	Gratis	Lecture Guide	\$9.95
Web Assignments with Gradebook Apps	Gratis	Quizlet Study Sets (self-scoring)	\$9.95

### About the Instructor's Manual (written by Dana-Nicoleta Lascu)

#### Learning Objectives

The learning objectives provided at the beginning of each chapter match the Chapter objectives listed at the beginning of each chapter in the textbook. These objectives should guide the teaching process and help students understand what is important for them to learn in each chapter. Action verbs are used for each objective to encourage students to become active in the learning process.

#### Chapter Spotlights

The Chapter Spotlight is a brief summary, in bullet form, of the key points of each chapter. It is a reference tool for the instructor to see in a matter of a few minutes the main topics of the chapter and the key points that should be explained to the students.

#### Chapter Outline and Lecture

The Chapter outline is designed to provide lecture notes for the instructor. Key points and ideas of the chapter are outlined and discussed in sufficient detail to allow instructors to have a basic overview of the topics discussed in the chapter.

## Supplements Sample: International Marketing 6e

### About the Instructor's Manual (continued)

#### Key Terms

Definitions for key terms are provided in this *Instructor's Manual* in each chapter. By providing this information in each chapter, it will be a ready reference for the instructor as he or she is preparing the lecture and needs to clarify how a particular term is used in the textbook. It also provides an easy-to-find reference tool for students who may ask about the meaning of a particular term.

#### Review Questions

In-depth answers to each chapter's review questions are provided in the *Instructor's Manual*. Instructors may wish to use the questions as assignments and, subsequently, provide the answers to the students.

#### Discussion Questions

Suggested answers are provided for the Discussion Questions to guide the instructor's thinking and give the instructor an idea of how he or she could guide student responses. Keep in mind that for many questions there are no right or wrong answers. Student responses may vary greatly. In some cases, a student response was provided so that the instructor could see how one particular student answered the question. The purpose of the Discussion Questions is to provide questions that can be used as student assignments to be turned in to the instructor, to provide questions that can be used for in-class discussion, and to provide questions that can be used for small group work in class that students can then share their responses with their entire class.

#### Cases

Suggested answers are provided for each question in the cases. While many questions have concrete, specific questions, many do not. Some of the responses can vary, depending on the viewpoint of the student. In these cases some guidance was provided into the type of responses that instructors should expect from students.

### About the Test Item File

An extensive set of multiple-choice, short answer, and essay questions for every chapter for creating original quizzes and exams. Available in file formats to upload into Blackboard, Moodle, D2L, Canvas, and ExamView. The Test Bank consists of true-false, multiple-choice, completion and short-answer essay questions -- all written by Dana Nicoleta Lascu. Answers to each are given along with the level of difficulty. The questions range from simple memory exercises to those requiring more sophisticated thought processes and answers.

A break-out of questions by chapter and type follow.

## Breakout of Test Questions in Test Item File

Chapter	T/F	MC	Completion	Essay	Totals
1	30	31	21	5	88
2	30	30	20	5	87
3	30	30	20	5	88
4	30	30	20	5	89
5	30	30	20	5	90
6	30	30	20	5	91
7	30	30	20	5	92
8	30	30	20	5	93
9	30	30	20	5	94
10	30	30	20	5	95
11	30	29	20	5	95
12	30	30	20	5	97
13	30	30	20	5	98
14	30	30	20	5	99
15	30	30	20	5	100
16	23	30	20	5	94
17	<u>32</u>	<u>26</u>	<u>20</u>	<u>5</u>	<u>100</u>
Totals:	505	506	341	85	1437

## Breakout of PowerPoint® Lecture Slides (developed by the author)

Chapter	Slides
1	27
2	33
3	28
4	25
5	26
6	27
7	35
8	25
9	28
10	29
11	25
12	21
13	24
14	22
15	27
16	23
17	<u>24</u>
	449



More samples follow...

## Impediments to Economic and Political Integration

- Among the impediments to economic and political integration are:
  - Differences in culture and history.
  - Physical distance.
  - Differences in level of economic development.
  - National concerns regarding loss of sovereignty.
  - A history of conflict.



Chapter 4

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## Top Marketing Research Organizations

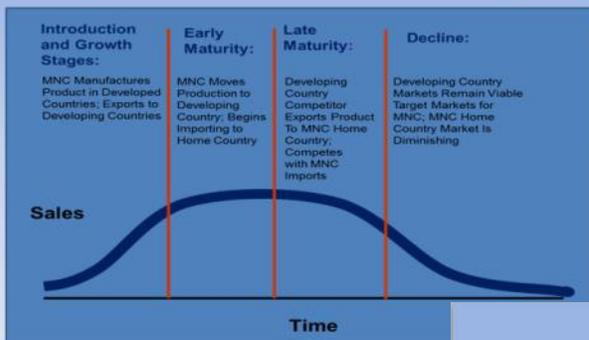
Rank 2014	Organization (Country)	Annual Research Revenue (US\$m)
	Nielsen (U.S./Netherlands)	6,044.7
	Kantar (U.K.)	3,363.7
	IMS Health (U.S.)	2,544.0
	Ipsos (France)	2,274.2
	IRI (U.S.)	845.4
	Westat (U.S.)	582.5
	GfK (Germany)	1,985.5
	comScore Inc. (U.S.)	286.9
	The NDP Group Inc. (U.S.)	287.7
	J.D. Power and Associates (U.S.)	258.3

from The AMA 2015 Gold Top 50 Report, American Marketing Association, June 2015, [ama.org/publications/MarketingNews/Documents/MN\\_Jun2015-lr.pdf](http://ama.org/publications/MarketingNews/Documents/MN_Jun2015-lr.pdf) on August 19,

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## The International Product Life Cycle



Chapter 10

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Note: These same lecture slides are available to your students as PDF downloads called a Lecture Guide. Students can use these to follow along with your lectures and as study decks to prep for quizzes and exams. The Lecture Guide is priced at \$9.95.

## Retail Formats: Specialty Stores

- Specialty Stores
  - Retailers offering a narrow product line and wide assortment.
  - Examples:
    - Virgin Records (music products)
    - Mango (youth fashion)
- Specialized (Specialty) Markets
  - Markets that house stores specializing in a particular product category.
    - Jade market, Hong Kong
    - Covered bazaar, Istanbul



Chapter 12

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