

International Marketing (5e)

Dana-Nicoleta Lascu

Video Lab + Worksheet

Student
Version with
Worksheets

Regional Economic and Political Integration (Chapter 4)

Click on video icon for video link.



A Brief History of the European Union

This video provides a brief history of the European Union. (4:17)

1. When and how did the initial concept of the European Union arise?
2. Outline the steps in the formation of the European Union.
3. What was the purpose of the EEC that was formed in 1957?
4. What do you think are the advantages and disadvantages of the European Union?

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	<p><i>What is ASEAN and Why is it Important for Southeast Asia?</i></p> <p>This video defines ASEAN and then explains why it is important to Southeast Asia. (3:33)</p>
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1. What is ASEAN? What countries were original members and why was the alliance formed?
2. What shift in focus occurred with ASEAN in 2015?
3. According to the video, how important is ASEAN?
4. After watching the video and reading the textbook, how important is it for the United States to become involved in ASEAN? Justify your answer.

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	<p><i>Introduction to NAFTA</i></p> <p>This video provides a brief history of NAFTA and explains its basic concepts. (4:46)</p>
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1. What countries form NAFTA and when was it created?
2. What are the historical reasons for Mexico's interest in NAFTA?
3. According to the video, what were the key provisions of NAFTA?
4. What is the Rule of Origin and why was it a part of NAFTA?
5. Based on your knowledge of free trade and protectionism, do you think NAFTA is a good agreement for the United States, Canada and Mexico? Explain why.

Instructor Version
with suggested
answers.

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A Brief History of the European Union

This video provides a brief history of the European Union. (4:17)

1. When and how did the initial concept of the European Union arise?

The EU was formed after World War II and came about through a series of treaties. People wanted to find a means of ensuring future peace and co-operation.

2. Outline the steps in the formation of the European Union.

1) In the late 1940s, the concept of a European community was discussed. 2) In 1951 the European Coal and Steel community was formed among six countries. 3) In 1957 the European Economic Community was created. 4) The UK joined in 1973 after being turned down twice. 5) In 1986 the Single European Act was signed in England, which further reduced trade barriers among member countries. 6) In 1993 the European Union was formed. 7) The Euro was introduced in 2002, which was a common currency among the EU members.

3. What was the purpose of the EEC that was formed in 1957?

The goal was to make it easier for member countries to buy and sell an array of goods and services, not just coal and steel. It also made it easier for people to travel and work in the six countries that formed the EEC.

4. What do you think are the advantages and disadvantages of the European Union?

Student answers will vary. The primary advantages are free trade and unified protection against outside enemies. Disadvantages may be loss of jobs and lower economic growth in individual countries.

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1. What is ASEAN? What countries were original members and why was the alliance formed?

ASEAN is a political and economic alliance of 10 countries. Original members were Indonesia, Philippines, Malaysia, Singapore, and Thailand. The alliance was originally formed to address a concern about communism and to give these five countries a cohesive voice on cold war issues.

2. What shift in focus occurred with ASEAN in 2015?

ASEAN shifted its focus to 1) international trade, 2) border security, and 3) collaboration with neighboring countries, such as China and India. Each country's military is weak so they have worked together to provide better defense for all countries.

3. According to the video, how important is ASEAN?

ASEAN has garnered the attention of other countries, especially the United States, because of its large consumer base. This interest from other countries has allowed ASEAN to issue a stronger statement against China's Southeast Asian expansion.

4. After watching the video and reading the textbook, how important is it for the United States to become involved in ASEAN? Justify your answer.

Student answers will vary.

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1. What countries form NAFTA and when was it created?

NAFTA was created on January 1, 1994 and consists of the United States, Mexico and Canada.

2. What are the historical reasons for Mexico's interest in NAFTA?

Mexico was facing a high level of poverty and unemployment. A free trade area with the United States and Canada would open these huge markets to Mexican goods. It would provide jobs, increase the standard of living, and bring foreign investors into Mexico.

3. According to the video, what were the key provisions of NAFTA?

NAFTA called for the immediate removal of tariffs on 70% of U.S. imports from Mexico and 50% of Mexican imports of US goods. Other duties were scheduled to be gradually reduced over the next 15 years. Initially 50% of agricultural products were tariff free, then in 2008 it was expanded to all agricultural products.

4. What is the Rule of Origin and why was it a part of NAFTA?

The Rule of Origin stipulates that any goods not produced by NAFTA countries must be significantly transformed by one of the three countries before they can qualify under the free trade concept of NAFTA. This rule was put into place to ensure other countries did not use NAFTA to get their goods into the US, Canada, or Mexico tariff free.

5. Based on your knowledge of free trade and protectionism, do you think NAFTA is a good agreement for the United States, Canada and Mexico? Explain why.

Student answers will vary. Arguments can be made both for NAFTA and against NAFTA.