

Final state examination questions
Business management - Specialization Marketing

1. **Theories of international trade and marketing**
2. **The international and global environment**
 - methods and techniques for analysing macro and micro international environment for marketing management needs
3. **Culture and international marketing**
 - elements of culture, Hofstede and Hall theory and dimensions of culture in marketing
4. **International market selection and segmentation**
 - specificities of segmentation, targeting and positioning process in international marketing, segmentation criteria
5. **International marketing research**
 - adaptation of marketing research process for international markets (equivalence and non-equivalence in international marketing research, translation, measure, data collection, sample and other types of non-equivalence)
6. **Modes of entry strategies**
 - export modes, intermediate entry modes, hierarchical modes, structure of channel for international markets
7. **International product and service marketing management**
 - adaptation of product for international markets (dimensions of international product offer, shift in product life cycle, adaptation of product features in international environment)
8. **International Pricing**
 - adaptation of price for international markets (factors influencing international pricing, international pricing strategies adaptation, terms of sale, delivery and payment
9. **International marketing communication**
 - adaptation of promotion and communication for international markets (cross-cultural sales negotiation, reasons for adaptation of communication strategy, differences of message for international markets)

Sources:

Hollensen: Global Marketing: A Decision Oriented Approach

Usunier: Marketing Across Culture