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| **What will we be learning?**  4.3 – Global Marketing | **Why this? Why now?**    This expands on some of the topics that were covered in Theme 1, but looks at Marketing strategies on a global scale and how these might change according to geographical areas, cultural diversity and local tastes and needs. | **Key Words:**  Glocalisation  Ethnocentric  Geocentric  Polycentric  Ansoff’s Matrix  Marketing Mix  Cultural Diversity |
| **What will we learn?**  4.3.1 – Marketing – global marketing strategy and glocalisation, different marketing approaches and application and adaption of the marketing mix and Ansoff’s Matrix to global markets.  4.3.2 – Niche Markets – Cultural diversity, features of global niche markets, application and adaption of the marketing mix to suit global niches  4.3.3 – Cultural / Social Factors – Consider; cultural differences, different tastes, language, unintended meanings, inappropriate / Inaccurate translations and inappropriate branding / promotion | |
| **What opportunities are there for wider study?**  Business news, Business Review articles | |
| **How will I be assessed?**  Summative assessment and worksheets | |