

## Assessment MK208 International Marketing

### SLO

1. Explain how the different market conditions, political, ethical, and legal environments impact the operations of international companies.
2. Describe import and export operations.
3. Develop promotional and distribution strategies for multinational companies.
4. Discuss the role of international agreements and organizations.

**Tool/Method:** Individual student will present a case related to international marketing.

**Criteria:** 80% of the students will score 80% or better on the rating sheet below.

**0 Not Applicable**

**1 Poor**

**2 Fair**

**3 Good**

**4 Very Good**

**5 Excellent**

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|--|-------|
| 1. Explained how the different market conditions, political, ethical, and legal environments impact the operations of international companies. | _____ |
| 2. Described import operations.  | _____ |
| 3. Described export operations.  | _____ |
| 4. Developed promotional and distribution strategies for multinational companies.  | _____ |
| 5. Discussed the role of international agreements and organizations.   | _____ |

\_\_\_\_\_ out of 25    **TOTAL SCORE:** \_\_\_\_\_ %

Comments/ notes: \_\_\_\_\_

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