

MindTap Quick Start Guide

International Marketing, Asia-Pacific 4th Edition

Michael Czinkota, Ilkka Ronkainen, Catherine Sutton-Brady, Nicole Stegemann



International Marketing, 4e is one of the first degree-level course resources in this discipline to be created as a fully digital solution. Available on the MindTap platform, International Marketing, 4e allows educators and students to teach and learn the theory through a dynamic learning path, with activities and case studies integrated throughout, making it a truly interactive and engaging learning experience. There is no printed textbook available.

3 Key Features

Activity	Where to find it – an example	What is it	Why it matters
Animated Overview	<ol style="list-style-type: none"> Part 1: The international environment Whiteboard animation: Part 1 overview <p><i>See it in the Cengage Mobile app</i></p>	<p>Animated Overview Visual overview showing how the part content fits within the overall plan.</p>	Students often struggle with understanding key international marketing concepts and how they all fit together when applied in different aspects of the international marketing process. These quick videos address this challenge in a fun, educational way.
Panorama with Polling Activity	<ol style="list-style-type: none"> Part 2: International market entry Chapter 6: Building the knowledge base Engage Panorama: The internet: a virtual word of mouth Panorama polling questions: Chapter 6 	<p>Panorama with Polling Activity Students read a real-world scenario and are asked a series of related polling questions. When they submit their answers, they can see how their responses compare in aggregate to their classmates.</p>	Polling activities get students to engage with the chapter from the very start. They stimulate inquiry by getting students to express their opinions on real-world issues related to the chapter.
Case Study	<ol style="list-style-type: none"> Part 3: International marketing mix Part 3 case study: Denim: from dye to derriere Part 3 case study questions 	<p>Case Study The cases feature real-world examples illustrating how the key chapter concepts are applied in an international marketing context. These include questions that encourage students to further apply their knowledge.</p>	Students learn how key concepts are important in a range of scenarios.

MindTap Learning Path

International Marketing, 4th ed.

Michael Czinkota, Ilkka A. Ronkainen, Catherine Sutton-Brady, Nicole Stegemann

Learning path location	Activity	How many?	What is it?	Why it matters	Seat time
PART	Animated part overview	1 per part (3 total)	Visual overview showing how the part content fits within the overall plan.	Students often struggle with understanding key international marketing concepts and how they all fit together when applied in different aspects of the international marketing process. These quick videos address this challenge in a fun, educational way.	3
ENGAGE	Panorama with polling activity	1 per chapter (14 total)	Students read a real-world scenario and are asked a series of related polling questions. When they submit their answers, they can see how their responses compare in aggregate to their classmates.	Polling activities get students to engage with the chapter from the very start. They stimulate inquiry by getting students to express their opinions on real-world issues related to the chapter.	5
LEARN	Reading activity	3–7 per chapter	This is where the core text content lives. It is an interactive eReader with integrated tools for students and instructors, including interactive figures that help bring concepts to life.	This interactive eReader serves as a foundation and reference of content for the course.	Varies by student
APPLY	Chapter quiz	1 per chapter (14 total)	Chapter quizzes are short, automatically graded assignments that assess students' basic understanding of key concepts, presented at the end of the chapter.	These questions ensure that students are familiar with basic concepts before taking them further by applying them to the case study.	15
APPLY	Chapter case study	1 per chapter (14 total)	The cases feature real-world examples illustrating how the key chapter concepts are applied in an international marketing context. These include questions that encourage students to further apply their knowledge.	Students learn how key concepts are important in a range of scenarios.	30

Learning path location	Activity	How many?	What is it?	Why it matters	Seat time
REVISE	Chapter summary	1 per chapter (14 total)	Chapter summaries recap key chapter material.	Summaries strengthen student understanding of key chapter concepts.	Varies by student
REVISE	Revision quiz	1 per chapter (14 total)	Longer interactive quizzes covering all chapter concepts are applied to international marketing scenarios and are automatically graded.	These quizzes provide a more in-depth revision tool that requires students to apply their knowledge rather than simply recalling information from the chapter.	15
REVISE	Discussion and critical analysis questions	5–7 per chapter	Discussion and analysis questions assess student understanding of key elements of the chapter.	These exercises help students prepare for final assessment.	40
PART	Part case study	1 per part (3 total)	Part case studies feature real-world examples illustrating how the key part concepts are applied in an international marketing context. These include questions that encourage students to further apply their knowledge.	Students learn how key concepts from different knowledge areas are applied together to solve more complex real-world problems.	30
REFLECT	Challenge us & Challenge question	1 per chapter (14 total)	Complex real-world scenarios are accompanied by challenge questions. These advanced case studies require students to draw on concepts and lessons from numerous chapters and other disciplines to resolve them.	These extension activities allow this course to cater to more advanced students. They can also form the basis of longer assessable tasks.	Varies by student

Digital contents

International Marketing, 4th ed.

Michael Czinkota, Ilkka A. Ronkainen, Catherine Sutton-Brady, Nicole Stegemann

Topic/Chapter	Digital activities and resources
Part 1 <i>The international environment</i>	Video – animated part overview Part case study: Thai food in Europe
Chapter 1 <i>Introduction to international marketing</i>	Panorama: Powering growth in emerging markets Case study: Betting on the future: it's not always about the money Challenge us: Cruise shipbuilding: Europe and Asia
Chapter 2 <i>The economic environment</i>	Panorama: The global consumers to watch Case study: IKEA: a better everyday life Challenge us: Africa's growing middle class
Chapter 3 <i>Trade institutions and trade policy</i>	Panorama: Positive trade initiatives lead to export success Case study: New Zealand butter battles European bureaucracy Challenge us: The pirate effect.
Chapter 4 <i>The political and legal environment</i>	Panorama: China bans beef imports from Australia Case study: Honda: no longer a hero in India Challenge us: Bribery and corruption
Chapter 5 <i>The cultural environment</i>	Panorama: Cultural sensitivity works for Disney in Hong Kong Case study: The art of selling a culture Challenge us: Should customers care about Apple's treatment of Chinese workers?
Part 2 <i>International market entry</i>	Video – animated part overview Part case study: La Casa de Las Botas
Chapter 6 <i>Building the knowledge base</i>	Panorama: The internet: a virtual word of mouth Case study: Lonely Planet guides global explorers Challenge us: Micro-moments
Chapter 7 <i>Foreign market entry</i>	Panorama: MEIMEI baby skincare, a success in China Case study: Walmart expansion in the Indian market Challenge us: Chopstick-lickin' dishes: KFC in China
Chapter 8 <i>Global distribution and logistics</i>	Panorama: The changing face of global distribution Case study: Li & Fung distribution solutions Challenge us: Alibaba: the future of distribution
Part 3 <i>International marketing mix</i>	Video – animated part overview Part case study: Denim: from dye to derrière
Chapter 9 <i>Product policy and adaptation in international markets</i>	Panorama: The repackaging of Lipton Ice Tea Case study: The challenge of online sales of counterfeit goods Challenge us: The growing power of Chinese brands
Chapter 10 <i>Product and brand management in international markets</i>	Panorama: Are global brands the way to go? Case study: Super foods: camu camu in Peru Challenge us: Brands at Heinz reign supreme in worldwide markets
Chapter 11 <i>Services marketing</i>	Panorama: Marketing 'the cloud': computing as a service Case study: Parker writes a future in China Challenge us: Services

Topic/Chapter	Digital activities and resources
Chapter 12 <i>Pricing in international markets</i>	Panorama: 'Just do it' (even in a crisis) Case study: Putting pricing into the producers' hands pays off Challenge us: McDonald's and the self-serve kiosk
Chapter 13 <i>International marketing communications</i>	Panorama: The world wants its MTV! Case study: Chatbots: Harnessing the marketing power of messaging apps through AI Challenge us: Ambush marketing
Chapter 14 <i>Social networks and communications</i>	Panorama: Volkswagen's global social media campaigns Case study: Amazon strengthening its social media in an international context Challenge us: Up for debate