

Marketing Extended Response

Explain how globalisation has affected marketing management.

Criteria	M
<ul style="list-style-type: none"> ● Comprehensively relates the cause and effect of how globalisation has affected marketing management ● Applies relevant case study/studies and contemporary business issues ● Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts 	17-20
<ul style="list-style-type: none"> ● Relates the cause and effect of how globalisation has affected marketing management ● Uses relevant case study/studies and contemporary business issues ● Presents a logical and cohesive response using relevant business terminology and concepts 	13-16
<ul style="list-style-type: none"> ● Provides characteristics and features of globalisation and marketing management ● May refer to case study/studies and contemporary business issues ● Communicates using business terminology and concepts 	9-12
<ul style="list-style-type: none"> ● Sketches in general terms globalisation and/or marketing management ● May refer to case study/studies and contemporary business issues ● Communicates using some business terminology and concepts 	5-8
<ul style="list-style-type: none"> ● Provides a basic sketch of globalisation and/or marketing management ● May identify case study/studies ● Uses basic business terminology 	1-4

Answers could include:

- Businesses will need to implement global marketing strategies
- Businesses will need to adopt either a standardised or customised approach to marketing
- There will be a degree of uncertainty and risk when entering new markets
- Businesses need to undertake extensive market research before entering a new market