

Name _____ Date _____

Marketing Essentials
Chapter 4 Global Analysis

eMarketing Worksheet Activity: Web Globalization

Directions Search the Internet for examples of Web globalization. Analyze two international companies' Web sites to look for similarities and differences in how they approach internationalization and localization. Research other international companies to find examples of the following marketing strategies: globalization, product adaptation, promotion adaptation, and customization. Use the worksheet below to record your findings.

Company A _____ **Company B** _____

Web Site _____ **Web Site** _____

1. Similarities between the Web sites for Company A and Company B with regard to internationalization and localization.

a. Home Page _____

b. Languages _____

c. Products _____

d. Site Map _____

2. Differences between the Web sites for Company A and Company B with regard to internationalization and localization.

a. Home Page _____

b. Languages _____

c. Products _____

d. Site Map _____

3. Examples of global marketing strategies:

	Company	Example
a. Globalization	_____	_____
b. Product Adaptation	_____	_____
c. Promotion Adaptation	_____	_____
d. Customization	_____	_____