



The Global Experience Learning Curve

Read the overview below and complete the activities that follow.

An understanding of marketing beyond home markets develops over time as a company gets more international business experience. This process is referred to as the global experience learning curve. Review the stages of the global experience learning curve and categorize the following statements by the stage in which it belongs.

This activity is important because expansion into international markets comes with great opportunities and great risks. Marketing managers need to understand how best to navigate the global experience curve.

The goal of this activity is for you to demonstrate an understanding of the different stages of the global experience learning curve by determining how industry-specific examples fit into each of the stages.

The global experience learning curve moves a company through four distinct stages: no foreign marketing, foreign marketing, international marketing, and global marketing. The process is not always linear; companies may, for example, move directly from no foreign marketing to international marketing without necessarily engaging in foreign marketing. In addition, the amount of time spent in any stage can vary; some companies remain in a stage for many years.

Read the statements. Drag and drop each item into the correct spot within the chart.

Apparel Maker

Fiber
Manufacturer

Companies with
No Foreign
Marketing

Companies with
Foreign
Marketing

Erewhon
Organic

ABC
Appliances

International
Marketing

Global
Marketing

Reset

Global Experience

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