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Section 003

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### Class Summary

This semester there were many concepts that I learned in this class. Throughout the year they have been interesting and have made me more knowledgeable as an international business major. I believe that after taking this class, I have a better understanding of international marketing and have a better idea of how to interact with other cultures as well as how to learn more about them. I have gained tools that will be crucial for me to be successful as a future marketer. This paper will explain much of what I have learned over the semester and how it has changed how I view not just international business, but the world. I will go through every lecture of the semester and explain what I learned from each. I will also explain what I learned from doing the country profile projects in my region, Southeast Asia. I also explain how I used the information that I learned in class to help me make improvements to my group's country profiles as well as better understand the information that I was writing about in my final project. All together I will have explained not only what I have learned from the lectures, but all of the skills that I have gained from taking this class.

The first lecture of the semester started with a map assignment for us. This assignment taught me how little I know about other countries, which made me realize that I should pay more attention to news from around the world and not just the United States. From this lecture, I also learned how different the countries are from one another not just culturally but economically. Finally, I learned how important knowing the details of a country such as its culture and economy is in international business.

The next lecture was on evolutionary thinking. This lecture taught me exactly how evolution works and it showed me the origins of how life on earth came to be what it is today.

What I learned that interested me most was that humans evolved as a social species in order to increase survival from predators. I also learned why race exists and how humans evolved to have different skin colors based on their conditions. Having an idea of these origins is important for international business because it is important to understand why humans do certain things and understand not just the culture of a certain place but also human culture.

The third lecture was about the Kenrick Pyramid. This lecture taught me a lot about how the human mind works. This especially made an impression on me because of how important this information is for someone who wants to work in marketing. I also learned about the smoke detector principle and the behavioral immune system. What I learned about international business was that

The next lecture was about the third level of the Kenrick pyramid, affiliation. The part of the lecture that stuck with me most was about group bonding and how laughter creates a feeling of fellowship between participants and aggressiveness from outsiders. Another thing that I learned about was implicit cognition and how culture is both implicit and explicit. Lastly, what I learned about international business was how important knowing the culture of the country you are working with and how tight or loose it is.

The next lecture was about the fourth level of the Kenrick pyramid, Status. From this lecture, I learned that an individual's standing in the social hierarchy determines priority access to resources in competitive situations. I also learned that countries have different social hierarchies based on different things. For example, in Singapore, a country I did a country profile on this semester, they have a prestige hierarchy where status is based on the respect and admiration that they have from others. What I learned about international business is that global companies must understand the social norms of a country in order to market or sell to them properly.

The sixth lecture was on mate acquisition, the fifth level of the Kenrick pyramid. In this lecture the main thing that I learned about how I see the world is that it changed how I see how

people search for a partner. The part about mate value and what men and women value in finding a partner changed my perspective. What I learned about the world is that some traits, behaviors, and characteristics evolve due to competition for mates, called sexual selection. I was not aware of this as I only knew that natural selection existed. This is important international business because it shapes buying habits for both men and women of different cultures.

Lecture seven was about parenting, the last level of the Kenrick pyramid. I learned from this lecture about fast and slow strategies which I did not know about. This made me realize that different people may want to have a child much faster than others and will subconsciously exhibit traits and behaviors that reflect that. What I learned about the world is that it is not just different person to person how fast they may want to reproduce but also their culture. What I learned that is important for international business is that knowing the consumer preferences of people who grow up in adverse circumstances are of central interest.

The next lecture was about culture which I found very interesting. What I learned related to how I see the world was that our brains generate expectations, then look for errors in the environment. Personally, I have never thought of my brain working in this way and this part of the lecture made the most impact on how I see the world. What I learned about the world from this lecture was that in many cultures in the east, attitudes toward humor are not very positive. This was very interesting to me because in my head I would think that anyone would like a little bit of humor, but that does not seem to be the case. This lecture opened my eyes more to the idea of culture in international marketing, as although I already know about some other cultures, I need to know more in order to fully understand them and be able to do business with them efficiently.

The following lecture was about Western Economic History. What changed how i see the world in this lecture was that when we feel outgroup to someone we expect:

harm, cheating, betrayal, illegitimate authority, degradation which put into perspective why some people feel this way about people outside of their race. I found this part very interesting because I had never thought about how the human mind thinks about people that are outside of your group. This helped me to better understand other people's feelings and made me more interested to learn more about this idea. This lecture also made me more aware of the divide in values between rural and urban cultures. It is important in international business to know this history in order to learn from it and to understand what is behind how some cultures interact with one another.

Lecture eleven was about American culture. This lecture reintroduced me to some American history and showed me what went into creating the culture that is here today. I found it very interesting how a lot of the colonial culture that existed hundreds of years ago evolved into what we see today in the modern day United States. It also shows how different areas of the country came to have different cultures. What I learned about the world was that diverse groups who can cooperate outcompete homogeneous groups but when they can't cooperate they lose to homogeneous groups. What I learned about international business was why the American economy runs the way it does and the history that went behind turning it into what it is today. This is important to be aware of as an international business major because in order to be able to solve problems of the future I must know how they were solved in the past.

Lecture twelve was about diamonds. What I learned was the history of what makes everyone want to wear diamonds. This changed how I view diamonds because I always thought that diamonds were only expensive because they are very rare. This was very eye opening to me because after this lecture I thought about what other items may have the illusion of scarcity. What I learned about the world was that if you take the right steps, it is possible to make an item a market preference and a norm the way diamonds have to weddings and other jewelry. What I learned about international business was that it is possible to create the illusion that an item is

scarce in order to maintain its high price. This lecture completely changed the way I view diamonds and how much I see people, especially famous people flaunting them.

Lecture fourteen was about globalization. This was my favorite lecture of the semester as it talked about McDonalds and its transition of expanding into France. This lecture expanded my perspective on how to market in other countries and the different avenues of doing so. It also taught me the reasoning behind why a company would want to internationalize. I found that learning these concepts was extremely helpful in my other international business class and this was the lecture that I found myself thinking about the most outside of the class. What this lecture taught me about the world is that the people and cultures around the world don't change to fit a company, but a company must adapt and change in order to fit into a particular market. This concept has helped me throughout the year and I feel that it will continue to help me as I learn about international business. In terms of international business, this lecture taught me about product standardization and how a company may have to change their product to suit the culture of the market that they are trying to reach. This means that if a business wants to globalize, they must understand the culture of the consumers they are trying to sell to and adapt in order to fit what the consumer is wanting or used to. All of these ideas are important because they are challenges that every international business faces when trying to globalize. It is good for me to be aware of these challenges and know what must be done in order to solve them before they ever happen.

Lecture seventeen was about International trade. In this lecture, I learned that GDP is not always the best indicator of social or even economic well-being. Gdp can include goods and services that are harmful or useless and exclude some essential goods and services such as caregiving. This changed my perspective on gdp. Before this lecture I had always thought that GDP indicates how well a country was doing economically and that any country with a high GDP was well off. Unfortunately, that is not the case and there are many ways that gdp can be much higher or lower than personal well being of people in the country. An example of this that I

saw from the country profiles that my group did was Vietnam. Vietnam has a high GDP but that does not properly show the amount of income inequality and corruption that exists within the country. If someone only looked at the GDP of the country, they would think that most people in Vietnam are very well off when that is not the case. What I learned about the world from this lecture was that there are many companies around the world that use political power to help them expand into other countries as well. Whether it is from getting subsidies, or investing into a tax haven, there are many ways that companies use governments to help them succeed in other countries. Lastly, what I learned about international business was how important it is to know the policies of a market that you may be investing into. Knowing the trade barriers as well as the political landscape of the country is crucial to a business's foreign success. If a business is not aware of these things, there could be large consequences such as tariffs, quotas, subsidies, regulatory requirements, and non-tariff barriers such as technical standards and licensing requirements. This lecture, to me, was one of the most important of the semester and expanded my perspective on international trade. Not only has my perspective on GDP changed but I also now know much more about foreign investment and trade barriers that will be useful to me in my career in the future. This is important because it is all information that I will be able to recall later on as I learn more about international business as well as even further into the future when I have a career in international marketing.

Lecture nineteen was about governance. In this lecture I learned a lot about the nation-states around the world. What I learned about how I see the world was the different types of power that you see throughout history. Economic power, political power, military power, and ideological power are all things that I have seen in history. I also learned about the types of states and that most modern countries are between natural and open access states. In international business, it is important to be aware of the type of state that the business is working with. What I learned about the world was from one of the graphs that was shown during the lecture. The graph illustrated to me that the major changes in the world were due to

ideological power, from the fall of the Roman empire to the British Industrial Revolution. What I learned about international business is that liberal rights are just as important when globalizing as the business aspect is. If the government is not stable and does not have good policies and market institutions, there will be risk for any business that tries to expand into that country. This means that it is very important for businesses to check the political stability of a country as well as its corruption score among other things in order to make sure that the country is suitable for them to expand into. This lecture was extremely interesting to me and I learned a lot from it. It allowed me to have a broader mindset when it comes to international business and to analyze every aspect of a country when doing business there.

I also learned a lot this semester from the country profiles, which I brought up as examples. The country profile helped me learn a lot when it came to teamwork and I was able to work well with my group and produce good work. It helped me a lot with my social and leadership skills and I felt I was able to gain a lot from doing these assignments. Me and my group mates were able to work together and bring all of our own skills together when we created our presentations. I was able to communicate with them and I learned how to manage how much work each person has at once. All in all, I gained valuable skills and knowledge from doing these assignments. I also learned a lot about the world from the country profiles. I learned about the history, culture, and economics of the countries that were presented and I have a lot more knowledge on the countries that I worked on myself. I was able to take notes on each country that was presented and I was able to learn a lot about the customs and cultures of each country while also learning about their economies and governments. I was able to use a lot of what was taught in the lectures in our presentations and drew many connections between what I learned in class and history. My favorite part of the country profiles was the opening of each presentation, which created stories that were interesting and that I still remember many of. Finally I learned a lot about international business from the country profiles. I learned about the economy of each country and what led it to be in the position that it is in today. I also learned

about many of the policies and trends in many of these countries that lead to changes in the markets and economies. One example is in Indonesia, where the tobacco industry controls much of the country's economy to the point where smoking is encouraged. In countries like this, businesses hold a lot of power within the government and have policies put in place in order to benefit them. This is why you see things such as billboards that tell people to smoke more while still telling people that smoking can kill you. It is important to understand countries that have situations such as this one because it causes them to be a large part of the market in this case for tobacco products. The final country profile project also helped me a lot to understand the marketing side of international business. This profile allowed me to learn many skills including how to find the place with the most market opportunity in a certain market and how influencers get their prestige from. I learned that the history of a country and its political structure has a major influence on leading people to become influencers. In Singapore's case they have a culture of "prestige hierarchy" where people are recognized based on how much prestige and influence they have. Altogether, this last project taught me a lot about international marketing that the other country profiles could not.

In conclusion, I learned many different things throughout the semester. I was able to take things away from each lecture and will probably continue to expand on the things I learned. I believe that after taking this class, I have come out with more knowledge and a better understanding of global businesses, and international marketing. I believe that the skills that I have gained from all of these lectures and assignments will be valuable to me in the future and I will be able to recall the things that I have learned from this class because it was presented in a way that kept me engaged. I also gained a lot of teamwork and communication skills from being put in a group for the country profiles and I was glad to be able to cooperate and produce quality work with my teammates. After explaining what I have learned throughout the semester, I believe that I have learned an abundance from this class and will be able to carry that knowledge with me throughout my career in the future.