

Chapter 8 Hands-on Activities

Activity 1

U.S. and European laws differ in many areas that affect online marketing and communication. The Europeans, for example, enjoy much stricter privacy laws that can restrain companies from using personal data for marketing purposes. Review these differences on pages 310-313 and then create a table in Word comparing U.S. and European privacy laws. Save the document as **ch8actsol1.doc**.

Activity 2

Companies that appeal to an international audience face numerous challenges. They must translate their site and take into account cultural differences. People in different countries prefer different payment systems and have different currencies and standards of measurement. Once a Web site is developed, a company must also take into account that other countries impose different tariffs and customs procedures.

Create a table in Microsoft Word to rate the site of several Web sites. Use the following criteria:

1. Translation: Did the company translate the Web site?
2. Cultural adjustments: Does the company change the information it provides, both in terms of the actual content and the format in which it is presented?
3. Standard adjustment: Does the company use one local standard for measurement (e.g. metres/feet, pounds/dollars/euros, kilograms/pounds), or does it translate these standards?

Visit the following companies and describe how they perform in each of these areas within the table.

www.dell.com

If you access this US site in the UK note that you are automatically redirected to www.eurodell.com with the option of choosing from a long list of alternative countries.

www.ups.com

You can select different countries and languages from a pull-down menu. For example try “Spain – Spanish” and “Spain – English”.

www.amazon.com

You are given the option of going to the local site

Save the document as **ch8actsol2.doc**.