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| **MC Glocalization – McDonalds in India** |



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| Define ‘Glocalization’ |
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| **Read the BBC article on geographypods - How McDonalds has "conquered" India. Then complete the following tasks:****Task 1** - What were the major issued faced by McDonalds in setting up the restaurant chain in India? Talk about eating habits and levels of poverty.  |
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| **Task 2** – Outline the plans for future McDonalds development in the country. State population numbers compared to McDonalds outlets.  |
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| **Now visit the global McDonalds site and navigate your way to India (http://corporate.mcdonalds.com/corpmcd/about-us/around-the-world.html).** **Task 3 -** Comment on the types of burgers available and the level to which they have been glocalized for the Indian market.  |
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| **Task 4** – Comment on children promotions and their socio cultural impacts on the target audience |
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| **Task 5 -** Now navigate to the YouTube McDonalds channel for India and watch at least two videos making notes on the use of imagery and music to sell the glocalized products. |
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