*Marketing Dynamics* Unit 3

# Activity 3-7 Global Environmental Scan

## Directions

In the future, your product may be sold internationally. Conduct a global environmental scan to evaluate the political, economic, social, and technological factors that could affect the marketing of your product in a global environment.

## Activity

1. Political

<<Place Answer Here>>

1. Economic

<<Place Answer Here>>

1. Social

<<Place Answer Here>>

1. Technological

<<Place Answer Here>>

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity3-7.docx (i.e., JohnSmith\_UnitActivity3-7.docx).