*Marketing Dynamics* Unit 3

# Activity 3-5 Environmental Scan

## Directions

You have completed the research for the competition and a SWOT analysis. Now assess the political, economic, social, and technological factors that affect the environment in which your company is operating.

## 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\_UnitActivity3-5.docx (i.e., JohnSmith\_UnitActivity3-5.docx).