After completing this unit, you will develop marketing strategies for a marketing product and/or service in a foreign market.

Project Checklist As you read the chapters in this unit, use this checklist to prepare for the unit project.

✔ Think about how a country’s geography and culture affect the marketplace.
✔ Think about how a country’s economy and government affect the marketplace.
✔ Consider the types of goods and services that are needed and wanted in a country.
✔ Think about how our wants and needs are affected by the region and culture of a community.

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Decision Making If you were about to start an online travel business, how would you market it?

Real-World Business and Career Profile

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