

Unit 2 Economics

Marketing Internship Project Worksheet

Directions In Chapter 2 you learned how to do a PEST analysis, which is the first step you need to complete for the Unit 2 Internship Project. Use the chart below to review the information required for a PEST analysis.

Political Issues
<p>What is meant by political issues?</p> <p>Give two examples of political issues that aren't discussed in Chapter 2.</p> <p>1. _____ _____</p> <p>2. _____ _____</p>
Economic Factors
<p>What is meant by economic factors?</p> <p>Explain two economic factors.</p> <p>1. _____ _____</p> <p>2. _____ _____</p>
Socio-cultural Factors
<p>What is meant by socio-cultural factors?</p> <p>Give two examples of socio-cultural factors that aren't discussed in Chapter 2.</p> <p>1. _____ _____</p> <p>2. _____ _____</p>
Technology
<p>How can technology be a threat?</p> <p>Give one example of a technology risk not discussed in Chapter 2.</p> <p>1. _____ _____</p>