

1.0 Topical issue.

One group each week will present a topical issue to the class. Your aim is to find from the newspapers an issue that is current and important. So for example recently we have stories about:

- Flooding in UK
- Very cold weather in the United States
- Food safety issue in Taiwan

These events have an effect on international marketing. Bad weather, for example, affects distribution channels and the amount that customers buy.

1.1 Process

- Each week one group will make a short presentation to the class.
- Your presentation will be a *maximum* of 5 minutes.
- You should tell us what the issue is about. Include a few details and perhaps pictures.
- The group should also tell us what are the implication of the event that you are talking about. How does it affect marketing?

If you are unclear or have questions then please ask me.

Dr. James Stanworth