



COURSE BBB4M	
<p>Unit 4</p> <p>Working in International Markets</p>	<p>Student's Name:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Date:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Mark: /% Level:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>
Time:	
No. Of Page:	

Categories	Knowledge/ Understanding	Thinking/Inquiry/ Problem Solving	Communication	Application
Symbol	K/U	T/I	C	A
Weight	25 %	25 %	25 %	25 %
Percentage				
Mark	5	5	5	5

Overall Expectations

By the end of this course, students will: • assess the challenges facing a business that wants to market a product internationally; • compare the approaches taken by various companies to market their products internationally; • demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.



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