



COURSE BBB4M

Unit 4
Working in
International
Markets

Time:

No. Of Page:

Student's Name:

Date:

Mark: /% Level:

Categories	K/U	Thinking	Communication	Application
Percentage				
Marks	10	10	10	10

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.

Assessment Criteria Communication (Total: 10 Points)

- **Audience Engagement (5 Points):** Actively engage the audience by encouraging them to ask questions, share opinions, or suggest solutions. The group with the most audience involvement will earn 5 marks.
- **Content Accuracy (2 Points):** Provide well-researched and relevant content based on the topic.
- **Creativity and Presentation Style (3 Points):** Use creative visuals, examples, and interactive elements to captivate and hold the audience's attention.

