

Learning Goals: Evaluate and analyze the operations and practices of organizations expanding into international markets.

Overall Expectations:

D1. assess the challenges facing a business that wants to market a product internationally;

D2. compare the approaches taken by various companies to market their products internationally;

D3. demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.

View film **Beyond the Swoosh** and work to research the Nike issue in more detail. See the assignment details below:

https://www.youtube.com/watch?time_continue=1&v=M5uYCWVfuPQ

After viewing the documentary, research the Nike issue in more detail.

Once you have explored a couple sites, you will work alone to write a reflection piece based on what you have viewed and read.

Consider the following questions when writing your reflection:

- Was the film an accurate depiction?
- What were some similarities?
- What were some differences?
- How reliable were your sources?
- What business ethical issues were presented in the film?
- What impact do they have on business practices?

This reflection should not exceed 500 words.

