**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 2: ACTIVITY 6**

**GROUP ACTIVITY**

**Understanding PESTLE**

**In small groups, brainstorm some more concrete factors within each of the PESTLE headers that may have an impact on the organisation.**

**Give specific examples from different industries and locally relevant organisations.**

**Report findings back to the wider class.**

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| **POLITICAL***E.g. Change of government* |
| **ECONOMIC** |
| **SOCIAL** |
| **TECHNOLOGICAL** |
| **LEGAL***E.g. changing regulations may impact sharing economy apps like Airbnb or Uber* |
| **ENVIRONMENTAL** |