**DEVELOPING INTERNATIONAL MARKETS**

**LEARING OUTCOME 1: ACTIVITY 2**

**Group Activity**

## **Domestic and international marketing**

Based on what you have learnt from the topics covered today, provide a definition/explanation of the following terms.

* Domestic marketing
* International marketing,

In small groups (of 2-3 people) produce a chart that shows the positives and the negatives for trading in the international market.