

## Unit 4

# Marketing





## Real-World Business and Career Profile

Preview

**Expeditiontrips.com** is an Internet-based company that specializes in trips on small cruise ships to remote locations such as Alaska and Antarctica. At the end of this unit, you will learn about Expeditiontrips.com co-founder Kristy Royce and how she achieved her success.

**Decision Making** If you were about to start an online travel business, how would you market it?



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## Thematic Project Preview

**Marketing in a Global Economy** After completing this unit, you will develop marketing strategies for a marketing product and/or service in a foreign market.

**Project Checklist** As you read the chapters in this unit, use this checklist to prepare for the unit project.

- ✓ Think about how a country's geography and culture affect the marketplace.
- ✓ Think about how a country's economy and government affect the marketplace.
- ✓ Consider the types of goods and services that are needed and wanted in a country.
- ✓ Think about how our wants and needs are affected by the region and culture of a community.