

Unit 3 Assignment: How Macro-Environmental Forces are Impacting Billion Dollar Brands**Due Date:** 11:59 pm EST Sunday of Unit 3**Points:** 100**Overview:**

Every company operates in a macroenvironment where external forces shape the opportunities and threats for the organization. Even dominant organizations are vulnerable to external forces that are out of their control. The macro-environmental forces include:

- Demographic
- Economic
- Natural
- Technological
- Political
- Cultural

Instructions:

This assignment is centered on looking at iconic brands and explaining how external forces impact these brands. Here are the details of the project:

1. Select 3 brands from the following list:

- Apple
- Amazon
- Facebook
- Netflix
- DoorDash
- Target
- Coca-Cola
- Microsoft
- Tesla
- Nike

2. Create a PowerPoint slide for each of the brands you selected (1 slide for each brand) describing how these external forces can potentially impact the brand.

Can any of the forces have a positive impact on each of the brands (think of how the pandemic has positively impacted GrubHub)?

Key elements of the presentation will include:

- PowerPoint deck with three (3) slides – One (1) slide for each brand you select from the list above.
- Full-screen images - Each slide should have an image that fills the page edge-to-edge and captures the theme/content. Please limit the superimposed text to no more than eight (8) words per slide.
- Include a full set of supporting notes in the Notes section of each slide. This is where you will support your thoughts and ideas by using specific statistics, data, and supporting information.
 - Please refer to the “Readings and Resources” section of the class for a [full video](#) on how to add notes to your PowerPoint presentation.

Requirements:

- The PowerPoint should be 3 slides excluding a Reference Page.
- Complete, supporting notes representing each slide.
- Include full-screen images for each slide.
- Be sure to include your name and email on the bottom of each slide.
- Include at least one resource referring to specific data/information.
- Proper college-level grammar is required. APA format, including any in-text citations.

Be sure to read the criteria below by which your work will be evaluated before you write and again after you write.

Evaluation Rubric for Unit 3 Assignment

CRITERIA	Need Improvement	Average	Very Good	Excellent
	0-11 Points	12-15 Points	16-17 Points	18-20 Points
Slide 1	Slide 1 is not present or is poorly presented.	Slide 1 is present but is missing key details.	Slide 1 is present but missing minor details.	Slide 1 is clearly defined and presented, including all details.
Slide 2	Slide 2 is not present or is	Slide 2 is present but is	Slide 2 is present but	Slide 2 is clearly defined and presented,

CRITERIA	Need Improvement	Average	Very Good	Excellent
	poorly presented.	missing key details	missing minor details.	including all details.
Slide 3	Slide 3 is not present or is poorly presented.	Slide 3 is present but is missing key details.	Slide 3 is present but missing minor details.	Slide 3 is clearly defined and presented, including all details.
	0 – 5 points	6 – 7 points	8 – 9 points	10 points
Images	There are no images presented.	Images are presented on some slides.	N/A	Fullscreen images are included on each slide.
Notes Section	The Notes sections are scarce/empty.	There are some Notes included but they are incomplete with little supporting evidence.	The Notes sections contain some supporting notes.	The Notes section is complete with robust and meaningful supporting notes.
Resources	0 resources	N/A	N/A	At least 1 resource
Grammar	Slides are not appropriate for college-level work.	The slides exhibit some evidence of college-level grammatical elements and APA citation methods.	The slides exhibit good use of grammatical elements and APA citation methods.	The slides exhibit skilled use of grammatical elements. The content displays skilled use of APA citation methods.