

SUBMITTED BY: Dolores Pigoni-Miller

STRATEGY NAME: Market a new Italian product in Chicago.

PURPOSE/OBJECTIVES: To create a new Italian product to market in Chicago or an American product to market in Milan.

MATERIALS NEEDED: Internet and visual

PROCESS:

(Part I) Each student will create a new Italian product to introduce to the American market, or a new American product to market in Italy. These new products will be presented to the class. The class will play the role of the Board of Trade. The class will decide whether the product is marketable or not.

Additional notes / Comments: