**External influences on Marketing**

**The following PESTLEE factors can have a significant support for businesses and its development plans.**

External influences: ​

* + social​
  + technological​
  + economic​
  + environmental​
  + political​
  + legal​
  + ethical. ​

**Activity: Go over each factor above. Give one topic or issue that is occurring in the UK or that affects the UK. It can be a global issue as long as it does affect the UK.**

|  |  |
| --- | --- |
| **Factor** | **A current event related to the topic that affects the UK** |
| social​ |  |
| technological​ |  |
| economic​ |  |
| environmental​ |  |
| political​ |  |
| legal​ |  |
| ethical |  |