**Middle School Discussion Tool**

***Name*:**

***Career: Global Brand Manager***

**CAREER AWARENESS:**

**Before viewing the video**: In the first column, mark if you agree or disagree with each statement .

**After viewing the video**: In the third column, mark if you agree or disagree with each statement. Then give 1-2 details from the video to explain why you agree or disagree. Discuss each statement as a group.

|  |  |  |  |
| --- | --- | --- | --- |
| **Before viewing** | **Statement** | **After viewing** | **1 or 2 details from the video to explain why you agree or disagree** |
| Agree  Disagree | 1. A global brand is a product that’s available in many countries. | Agree  Disagree |  |
| Agree  Disagree | 2. A Global Brand Manager needs to understand what people want and then find a way to make their product appealing to those people. | Agree  Disagree |  |
| Agree  Disagree | 3. A Global Brand Manager mostly works with people in the United States. | Agree  Disagree |  |
| Agree  Disagree | 4. Being able to speak more than one language is very helpful in this career. | Agree  Disagree |  |
| Agree  Disagree | 5. For this career, it’s helpful to understand the language AND the culture of people in other countries. | Agree  Disagree |  |
| Agree  Disagree | 6. This career wouldn’t involve much travel. | Agree  Disagree |  |
| Agree  Disagree | 7. I could use my world language skills in this career. | Agree  Disagree |  |

**CAREER EXPLORATION:**

Do you think a career as a **Global Brand Manager** would be a good career for you?

Explain why in the boxes below!

|  |  |
| --- | --- |
| **I think I could be good in this**  **kind of career because…** | **I might NOT be good in a career**  **like this because…** |
|  |  |

|  |  |
| --- | --- |
| **Knowing more about languages and cultures of other countries could help me in this career because…** | **One new question I have about**  **this career is…** |
|  |  |