

Overview

Students will consider the case of an imaginary company deciding whether to manufacture clothing in the United States or Vietnam, looking at advantages and disadvantages from five different points of view.

Length

Two class periods

Materials

- [What Is Trade? \(World101\)](#)
- [The Globe-Trotting Journey of a Sneaker \(World101\)](#)

Instructional Plan

1. Have students watch the two videos and answer questions they have.
2. Have students imagine a clothing company, American Jacket Corporation, that has long made coats, and wants to move into manufacturing hats and scarves for sale in the United States. They are trying to decide whether to manufacture the new items in the United States or in Vietnam.
3. Divide students into groups and assign each group a role:
 - accountants for American Jacket Corporation
 - marketing executives for American Jacket Corporation
 - experienced textile workers (someone who makes clothes) living in the United States
 - experienced textile workers (someone who makes clothes) living in Vietnam
 - customers living in the United States who will need to buy a new hat and scarf next year and generally likes the American Jacket Corporation brand
4. For homework, have each student take on their assigned role, and write a letter to the CEO of American Jacket Corporation, giving advice on where to manufacture the new products.
5. Have students share their letters and discuss the advantages and disadvantages of manufacturing the hats and scarves in Vietnam versus the United States.