

# INBUS-325 Country Notebook Guidelines

## Description

Read *The Country Notebook — A Guide for Developing a Marketing Plan*, pages 579-587 [1]. Use the format (outline) shown in the book as the basis for your project. Use the Scoring Rubric to help with the organization of the project. Teams will consist of 4-5 students.

## Deliverable 1 – Individual Cultural Research and Presentation (100 points)

Before and while in Europe, each student on the team should individually conduct research in one of the areas listed in the Cultural Analysis: (1) history & geography, (2) social institutions, (3) religion & aesthetics, (4) living conditions, (5) or language. Then prepare a 6 minute 40 second presentation to be delivered in PK Format (to be explained) on the date shown on the syllabus (usually the last class while in Europe). The scoring rubric for this deliverable is:

Organization & Content	60
Professional Manner & Delivery	20
Audiovisual Quality & Creativity	20
<b>Total Points</b>	<b>100</b>

## Deliverable 2 – Team Country Notebook and Presentation (275 points)

There are four parts and a team presentation as detailed on the Scoring Rubric:

- Part 1 – Cultural Analysis
- Part 2 – Economic Analysis
- Part 3 – Market Audit & Competitive Market Analysis
- Part 4 – Preliminary Marketing Plan
- Team Presentation

## Written Report

The Country Notebook report must be single-sided, double-spaced, one-inch margins (top, bottom, right, left), Times New Roman or Arial font, 11 or 12 point font size, and bottom-centered page numbers, with one top-left staple (or fastener) for binding. Do not include a cover page – place your title (countries & product), student names, and the date submitted at the very beginning of the report. The order of Parts and Sections shown on the Scoring Rubric must be maintained. **Each Part and Section must be clearly labeled.** Do not use any other headers or footers. Citations must be used and must be linked to your *Sources of Information* which should be placed at the end of the report. MLA or APA are appropriate citation formats.

## Sample Citation

1. P.R. Cateora, M.C. Gilly, & J.L. Graham (2011). *International Marketing, Fifteenth Edition*. New York, NY, McGraw-Hill.