

MKT-323/426 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 organize the specific structure of your project. Teams will consist of 3-4 students.

Content

There are seven parts to the project as detailed on the Scoring Rubric:

- Part 0 – Executive Summary (3-4 pages)
- Part 1 – Cultural Analysis (4-6 pages)
- Part 2 – Economic Analysis (4-6 pages)
- Part 3 – Market Audit & Competitive Market Analysis (3-4 pages)
- Part 4 – Preliminary Marketing Plan (4-6 pages)
- Part 5 – Report Format & Adjustments (10-20 sources)
- Part 6 – Oral Presentation (12-20 minutes)

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.