

MKT-323/426 Country Notebook - Scoring Rubric

Country:		Product:	
Name(s):			

Part	Component	Possible	Actual	Notes
Part 0	Executive Summary			3-4 pages
	1 Overall Executive Summary	40		
	Part 0 Points	40		
Part 1	Cultural Analysis			4-6 pages
	1 Relevant history	10		
	2 Geographical setting	10		
	3 Social institutions	30		
	4 Religion and aesthetics	10		
	5 Living conditions	10		
	6 Language	10		
	Part 1 Points	80		
Part 2	Economic Analysis			4-6 pages
	1 Population	10		
	2 Economic statistics and activity	20		
	3 Science and technology	10		
	4 Channels of distribution	10		
	5 Media	10		
	Part 2 Points	60		
Part 3	Market Audit & Competitive Market Analysis			3-4 pages
	1 The market	40		
	Part 3 Points	40		
Part 4	Preliminary Marketing Plan			4-6 pages
	1 Product	30		
	2 Promotion	20		
	3 Place (Channels of Distribution)	20		
	4 Price	10		
	Part 4 Points	80		
Part 5	Report Format & Adjustments			10-20 sources
	1 Sources, grammar, adherence	20		
	2 Adjustments	0		
	Part 5 Points	20		
Part 6	Oral Presentation			12-20 minutes
	1 Organization & content	50		
	2 Professional manner	20		
	3 Audiovisual quality & creativity	10		
	Part 6 Points	80		
	Total Points	400		

Comments