

BTM-650 Country Notebook Guidelines

Description

Read *The Country Notebook — A Guide for Developing a Marketing Plan*, pages 583-591 [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 your written report.

Content

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

- Part 0 – Executive Summary (2-3 pages)
- Part 1 – Cultural Analysis (3-4 pages)
- Part 2 – Economic Analysis (3-4 pages)
- Part 3 – Market Audit & Competitive Market Analysis (3-4 pages)
- Part 4 – Preliminary Marketing Plan (3-5 pages)
- Part 5 – Report Format & Adjustments
- Part 6 – Oral Presentation (10-15 minutes)

Written Report

Use the following conventions for the Country Notebook.

- Font : Times New Roman or Arial
- Size: 11 or 12 point
- Line Spacing: Double
- Margins: Top, Bottom, Right, Left = 1"
- Cover Page: You must include a cover page (not included in page count). It must contain a title (country & product), student name, and the date submitted.
- Binding: Staple or fasten in upper left corner. Do **NOT** place in any type of binder.

The order of Parts and Sections shown on the Scoring Rubric must be maintained. **Each Part and Section must be clearly labeled.** Include page numbers at the bottom center of each page. 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.

Sample Citation

1. P.R. Cateora, M.C. Gilly, & J.L. Graham (2008). *International Marketing, Fourteenth Edition*. New York, NY, McGraw-Hill.