

# MKT-325 Project Panama Guidelines

## Description

Use information in *International Marketing* [1], concepts learned in class, secondary data collected on the Internet, and primary data collected and observed on-site in Panama to complete this project. There are two major deliverables in this project: a team deliverable (worth 200 points) and an individual deliverable (worth 100 points). For the team deliverable, students will work as a marketing team for a travel agency to develop a marketing plan for travel packages to Panama. For the individual deliverable, students will work individually as a travel agent to develop a marketing plan for travel packages to another Latin American destination. The professor will explain both deliverables in more detail early in the semester. Use the Scoring Rubrics to help with the organization of your written reports.

## Content

Team Deliverable – There are four parts as detailed on the Scoring Rubric:

- Part 1 – Culture & Economy Overview (3-5 pages)
- Part 2 – Marketing Plan (7-10 pages)
- Part 3 – Report Format & Adjustments
- Part 4 – Oral Presentation (12-18 minutes)

Individual Deliverable – There are four parts as detailed on the Scoring Rubric:

- Part 1 – Culture & Economy Overview (2-3 pages)
- Part 2 – Preliminary Marketing Plan (3-6 pages)
- Part 3 – Report Format & Adjustments
- Part 4 – Oral Presentation (3-6 minutes)

## Written Report

Use the following conventions for the reports.

- 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(s), 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.