

Winter Term in Panama 2014

Store Comparison Report and Presentation

Student Name: _____

Scoring Rubric

Store Comparison Report – Supermarkets = 50 points

Store Comparison Report – Student Choice Category = 50 points

Store Comparison Presentation – Student Choice Category = 50 points

Report Guidelines

Before departure to Panama, visit a large supermarket (Safeway, Giant, ShopRite, Wegman's, or similar), and a second category of your choice (i.e. shoe store, department store, coffee shop, sporting goods store, pet shop, book store, etc.). Then visit comparable stores in Panama. Address the 4P's of Marketing for each location. Look for and report on cultural differences, menu/selection/packaging differences, clientele dress and demeanor, store layout, clerk and cashier interaction, customer service, product placement, advertisements, prices, etc.

You may print out and hand-write your Reports (fill in below) and submit it in that form (as long as it's readable) in order to earn a maximum grade of 80% (40 points for each Report). If you would like to earn a higher grade, then you may submit your Reports in typewritten format complete with at least two supporting photos for each Report (supermarket and student choice category). This project is to be completed individually. However, you may "scout" in teams.

Note: Please try to be as discrete as possible while in the various stores! If you walk in with a notepad and camera, the owners and/or employees, may inquire as to why you are there. If this happens, be extraordinarily friendly and explain that you are completing this report as part of a University course and show them the Schedule Summary (which you should always carry with you). Oftentimes, if you are friendly and polite, the manager may show you around and answer questions, particularly if you show interest in the products and services being offered. If you sense that you are not welcome, simply apologize and leave and try another location. When taking pictures, do it in "stealth mode" or ask permission first.

Presentation Guidelines

On the presentation day (see Course Schedule), deliver a concise 5-6 minute oral presentation summarizing the 4P's as they relate to your student choice category. You will have a one minute grace period either way. This means that you will lose points if your presentation is shorter than 4 minutes or longer than 7 minutes. You should include graphics on the slides that enhance the audience's understanding of the material. You will be judged on organization & content (30 points), professional manner & delivery (10 points), and audiovisual quality & creativity (10 points). Your goal is to educate the class with timely, relevant, and interesting information.

Notes:

Supermarket: B/W _____ PA _____

<u>Baltimore/Washington Area</u>	<u>Panama</u>
Product(s)	Product(s)
Place (Location / Distribution Channels)	Place (Location / Distribution Channels)
Price	Price
Promotion	Promotion

Student Pick: B/W _____ PA _____

<u>Baltimore/Washington Area</u>	<u>Panama</u>
Product(s)	Product(s)
Place (Location / Distribution Channels)	Place (Location / Distribution Channels)
Price	Price
Promotion	Promotion