**Strategic Marketing**

**International Marketing Assignment**

Working individually or with a partner, you are to customize & adapt a product or service based on the country you selected. You will need to create a prototype of the product you create or an advertisement for a service chosen. The prototype can be a drawing or an authentic example. The products you create need to be based on cultural, social, political, legal, &/or economic factors that influence the culture you select. You need to provide at least five reasons that your product will work based on the research you’ve conducted.

**Below are factors that you might consider and examined as part of your research.**

**You do not need to present facts regarding everything listed below.**

|  |  |  |
| --- | --- | --- |
| ***Cultural and Social Factors*:** | ***Political and Legal Factors:*** | ***Economic Conditions:*** |
| Languages | Type of government | Type of an economic system |
| Education Systems | Political Stability | Natural resources available to the country |
| Religions | Government policies for businesses --- Tariffs/Taxes | Education Levels |
| Values & Customs |  | Types of major industries |
| Social Relationships | Technology level |
| Business Etiquette | Major Imports & Exports |
| Nations trade surplus/deficit |

At the conclusion of your research you will present your prototypes to the class. You need to create a PowerPoint slide for both your customized & adapted product that includes the following:

1. Country you selected & a brief background of the country
   1. Population, Language Spoken, Political Control, & Economic Conditions
2. At least five interesting facts regarding their culture
   * 1. Norms, Rituals, Traditions, etc…
3. What factors influenced your decision to create the product you did
4. Picture of Prototype or Service Advertisement

**There is no written component required for this assignment. You will be graded on the presentation you give which displays your knowledge and understanding of the research you completed.**

**Partnership:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Country**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Product/Service you would like to Customize:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Product/Service you would like to Adapt:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Resources**: You can use any website, magazine, or newspaper to collect information from. The following websites offer excellent information:

<http://www.cyborlink.com/besite/> <https://www.cia.gov/library/publications/the-world-factbook/>