

INT 640 Final Project Milestone Two Guidelines and Rubric

Overview: For the final project in this course, you are tasked with launching a product and accompanying marketing campaign in the international market of your choice. You will select a specific international market in the world, excluding the United States, and a specific product, and then assess the marketing conditions in the international market in several important areas. You should select a country that you were always interested in that might be your “dream” country to work in one day.

Prompt: In Milestone Two, you will analyze in detail the selected international market and the competitor’s product/service brand. In detail, you will develop a country SWOT that is applicable for marketing strategies. You will also contrast and compare your selected product/service brand to similar/identical ones already existing in the selected international market. Please use specific examples.

Specifically, the following critical elements must be addressed:

II. Country SWOT for marketing strategies

- a. Assess the political system in your selected country for whether it favors a new product or not.
- b. Analyze the rules and regulations governing marketing in your specific market. For example, are there any regulations regarding the time when certain products can be advertised? Are there certain media on which your product cannot be advertised?
- c. Analyze the law and regulations governing the specific product you are launching in the market. Are there any restrictions? Are there any regulations that could prevent the launch? For example, medical equipment and products face particular restrictions.

III. Branding: Analyze competitors’ brands for how they have adapted their product to your specific market.

- a. Analyze the competitors’ brand changes in your specific market in the categories below:
 - i. Logos
 - ii. Marketing campaigns
- b. Analyze the competitors’ brand products and whether the product had to be customized to fit your specific international market. Explain the rationale behind the brand product strategy.
- c. Analyze the competitors’ brand positioning in terms of price in your specific international market. Explain the rationale behind the brand positioning strategy.
- d. Analyze the competitors’ brand in terms of placement in your specific international market. Explain the rationale behind the placement strategy.

Guidelines for Submission: Milestone Two must be submitted as a 2–3 page Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Included should be at least two scholarly references. All references should be cited in APA format.

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (70%)	Not Evident (0%)	Value
Country SWOT: Political System	Logically assesses political system in country for whether it favors new product or not	Assesses political system in country for whether it favors new product or not, but with gaps in logic or detail	Does not assess political system in country for whether it favors new product or not	15
Country SWOT: Rules and Regulations	Accurately analyzes rules and regulations governing marketing in market	Analyzes rules and regulations governing marketing in market, but with gaps in accuracy or detail	Does not analyze rules and regulations governing marketing in market	15
Country SWOT: Law	Accurately analyzes law and regulations governing product in market	Analyzes law and regulations governing product in market, but with gaps in accuracy or detail	Does not analyze law and regulations governing product in market	10
Branding: Competitors: Logos	Analyzes competitors' brand changes in logos for the specific market	Analyzes competitors' brand changes in logos for the specific market, but with gaps in accuracy or detail	Does not analyze competitors' brand changes in logos for the specific market	10
Branding: Competitors: Marketing Campaigns	Analyzes competitors' brand changes in marketing campaigns for the specific market	Analyzes competitors' brand changes in marketing campaigns for the specific market, but with gaps in accuracy or detail	Does not analyze competitors' brand changes in marketing campaigns for the specific market	10
Branding: Brand Products	Analyzes competitors' brand products and whether competitors customized products to fit the specific market, explaining rationale	Analyzes competitors' brand product and whether competitors customized products to fit the specific market, explaining rationale, but with gaps in logic or detail	Does not analyze competitors' brand products and whether competitors customized products to fit the specific market and does not explain rationale	10
Branding: Brand Positioning	Analyzes competitors' brand positioning in terms of price in specific market, explaining rationale	Analyzes competitors' brand positioning in terms of price in specific market, explaining rationale, but with gaps in accuracy or detail	Does not analyze competitors' brand positioning in terms of price in specific market and explain rationale	10
Branding: Placement	Analyzes competitors' brand in terms of placement in specific market, explaining rationale	Analyzes competitors' brand in terms of placement in specific market, explaining rationale, but with gaps in accuracy or detail	Does not analyze competitors' brand in terms of placement in specific market and explain rationale	10
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%