

Suggested structure and content

1. Title page (program of study, module name and code, your assignment title, and the lecturer's name ARE NOT included in the word count).
2. Table of Contents (IS NOT included in the word count).
3. **Introduction**
Rationale of choosing the brand and countries (why this brand and its operations in selected countries are interesting and important to investigate), report's purpose and structure
4. **Brand and country overview**
 - This section sets the context and familiarises the reader with your chosen brand and countries.
 - This section may include a discussion of the history of the brand, the product, the country of origin (home country), and competitors. Is the brand/ company a born global or a traditional multinational company?
 - Discussion about the chosen countries, for example: Are both host countries? Is one of them the home country?

5. **Comparison of the macroenvironment (PESTLE and socio cultural) of Country A and Country B**
(Revisit sessions 2 and 3).

Things students **can** compare:

- The GDP/ income level/ stage of development of both countries
- The economic system/ member of a trade agreement
- Political environment and Legal environment
- National culture dimensions based on tools taught in the class (Hofstede/ GLOBE/Schwartz) – use information from the Hofstede website/country comparison to support your arguments.
- Elements of subjective culture (language, norms, values, etc)
- Global trends

A conclusion on whether these two countries are similar/ different in terms of the social culture context and their implications for the marketing strategies (adaptation/ standardisation).

(Note: Students are not required to compare everything above. This list is just a suggestion that students can use to build their report.)

6. **Comparison of Brand's STP strategies in Country A and Country B**

(Revisit sessions 5) Things students can compare:

- Segmentation approach (demography/ geography/ psychography, etc.)
- Target market –
- Positioning strategy? (Product attributes. Competitors. Usage, etc.
- Draw the positioning/ perceptual map to demonstrate if the brand has a similar/ different positioning strategy in both countries

A conclusion on whether the brand employs a similar/ different STP strategy in both countries

(Note: Students are not required to compare everything above. This list is just a suggestion that students can use to build their report.)

7. **Comparison of Marketing Mix Strategies in Country A and Country B**

(Revisit sessions 6-9). Things students can compare:

- Brand strategy
- Product dimensions (core, packaging, auxiliary)
- Product lines
- Product standardisation or adaptation
- Packaging elements (visual, informational, protective, symbolic), standardisation or adaptation?

- Labelling. standardisation or adaptation?
- Provide evidence if any (e.g., a pic of the product in countries A and B)
- Pricing objective
- Pricing method (cost-based, competitors, etc.) Provide rationale for the pricing method.
- Adaptation or standardisation - provide evidence (e.g. Brand A £14 compared to the competitor £10, e.g., Brand D prices in different countries)
- Promotion objective
- Media advertising
- Type of appeal in advertising
- Promotion adaptation or standardisation – provide evidence
- Channel intensity
- Channel length
- Intermediary arrangements
- Physical distribution
- Process
- People/ Organisational structure
- Physical evidence

A conclusion on whether the brand employs a similar/ different marketing mix strategy in both countries

(Note: Students are not required to compare everything above. This list is just a suggestion that students can use to build their report.)

8. An analysis of the market entry strategy in one of the countries

Refer to the concepts taught in week 4. Entry mode? Reason for internationalisation? What is the reason for entering Country A and Country B? Do the company follow the Uppsala model for their internationalisation?

Note: Students don't have to include all the data above. However, the more complete data will show a high engagement with the data (marking criteria 3 – cognitive and intellectual skills)

9. Evaluation of marketing ethics practice in one country–

Provide real-life examples of marketing ethics issues in one country. For example, if the chosen company were sued for unethical practices.

(Revisit session 10 for some inspiration.)

10. Recommendation & Conclusion

Based on your research on the brands, which of the marketing strategies work/ not? What are your suggestions? Be specific and link your recommendation to particular findings from previous sections.

11. Section 2 -reflection

12. Reference List (ARE NOT included in the word count).