

INBUS-325 Country Notebook - Scoring Rubric

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|-----------------|---------------------------------|-----------------|--|
| Country: | England/UK, Czech Rep., Germany | Product: | |
| Names: | | | |
| | | | |

| Part | Component | Possible | Actual |
|---------------|---|------------|---------------|
| Part 1 | Cultural Analysis | | |
| | 1 History & geography | 10 | |
| | 2 Social institutions | 10 | |
| | 3 Religion & aesthetics | 10 | |
| | 4 Living conditions | 10 | |
| | 5 Language | 10 | |
| | Part 1 Points | 50 | |
| | | | 3-5 pages |
| Part 2 | Economic Analysis | | |
| | 1 Population & economics | 10 | |
| | 2 Science & technology | 10 | |
| | 3 Channels of distribution | 10 | |
| | 4 Media | 10 | |
| | Part 2 Points | 40 | |
| | | | 3-4 pages |
| Part 3 | Market Audit & Competitive Market Analysis | | |
| | 1 The market | 40 | |
| | Part 3 Points | 40 | |
| | | | 3-4 pages |
| Part 4 | Preliminary Marketing Plan | | |
| | 1 Product | 20 | |
| | 3 Place (Channels of Distribution) | 20 | |
| | 2 Promotion | 20 | |
| | 4 Price | 20 | |
| | Part 4 Points | 80 | |
| | | | 4-6 pages |
| | Report Format & Adjustments | | |
| | 1 Sources, grammar, adherence | 15 | |
| | 2 Adjustments | 0 | |
| | Part 5 Points | 15 | |
| Pres | Team Presentation | | |
| | 1 Organization & content | 30 | |
| | 2 Professional manner & delivery | 10 | |
| | 3 Audiovisual quality & creativity | 10 | |
| | Part 6 Points | 50 | |
| | | | 10-15 minutes |
| | Total Points | 275 | |

Comments