

# INBUS-325 Field Assignment

## Area Marketing Assessment

Student Name: \_\_\_\_\_

City/Area: \_\_\_\_\_

### Scoring Rubric

Part 1 - Area Description	10 possible	
Part 2 - Advertisements and Promotions	15 possible	
Part 3 - Store Visit	25 possible	
<b>Total Points</b>	<b>50 possible</b>	

### Guidelines – Area Marketing Assessment

Hand-write your assessment by completing the parts listed on this page (front and back). It must be written neatly and legibly. In each city that you visit in Europe, you will scout, find, and visit a specific location (provided by the professor). Assessments are to be completed individually. However, it is advisable that you “scout” in groups. Explore the area around the location and assess the following:

#### *Part 1 – Area Description*

What is the composition of the general area surrounding the location? In general, describe the mix of organizations and other elements and landmarks (such as residential zones, religious places, parks, museums, roads, etc.).

**Part 2 – Advertisements and Promotions**

From the street, what types of advertisements and promotions do you see in the area? Discuss the placement and effectiveness of these advertisements and promotions. *Note: Students who are also taking the Presentation Theory class, include comments on how the advertising and promotion effectively uses the principles of “Story, Simplicity, and Ownership”.*

**Part 3 – Store Visit**                      **Store Name/Type** \_\_\_\_\_

Visit one store and discuss how it addresses the 4Ps: product, place, price, promotion. You should be discrete and *stealth* while in a store! *Note: Students who are also taking the Presentation Theory class, include examples of effective uses the principles of “Story, Simplicity, and Ownership” within the store.*

Product

Place

Price

Promotion