

BTM-650 Country Notebook - Scoring Rubric

Country:	Panama	Product:	
Name:			

Part	Component	Possible	Actual	
Part 0	Executive Summary			
	1 Overall Executive Summary	30		2-3 pages
	Part 0 Points	30		
Part 1	Cultural Analysis			
	1 History & geography	10		3-4 pages
	2 Social institutions & education	10		
	3 Religion & aesthetics	10		
	4 Living conditions	10		
	5 Language	10		
	Part 1 Points	50		
Part 2	Economic Analysis			
	1 Population & economics	10		3-4 pages
	2 Science & technology	10		
	3 Channels of distribution	10		
	4 Media	10		
	Part 2 Points	40		
Part 3	Market Audit & Competitive Market Analysis			
	1 The market	40		3-4 pages
	Part 3 Points	40		
Part 4	Preliminary Marketing Plan			
	1 Product	20		3-5 pages
	2 Promotion	20		
	3 Place (Channels of Distribution)	20		
	4 Price	10		
	Part 4 Points	70		
Part 5	Report Format & Adjustments			
	1 Sources, grammar, adherence	10		
	2 Adjustments	0		
	Part 5 Points	10		
Part 6	Oral Presentation			
	1 Organization & content	30		10-15 minutes
	2 Professional manner	20		
	3 Audiovisual quality & creativity	10		
	Part 6 Points	60		
	Total Points	300		

Comments