

INBUS-325 Country Notebook - Scoring Rubric

Country:	Panama	Product:	
Names:			

Part	Component	Possible	Actual	
Part 1	Cultural Analysis			
	1 History & geography	10		3-5 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		3-5 pages
	2 Science & technology	10		
	3 Channels of distribution	15		
	4 Media	15		
	Part 2 Points	50		
Pres 1	Oral Presentation Parts 1+2			
	1 Organization & content	30		10-15 minutes
	2 Professional manner	10		
	3 Audiovisual quality & creativity	10		
	Part 6 Points	50		
Part 3	Market Audit & Competitive Market Analysis			
	1 The market	50		3-5 pages
	Part 3 Points	50		
Part 4	Preliminary Marketing Plan			
	1 Product	30		4-6 pages
	3 Place (Channels of Distribution)	30		
	2 Promotion	30		
	4 Price	20		
	Part 4 Points	110		
	Report Format & Adjustments			
	1 Sources, grammar, adherence	15		
	2 Adjustments	0		
	Part 5 Points	15		
Pres 2	Oral Presentation Parts 3+4			
	1 Organization & content	30		10-15 minutes
	2 Professional manner	10		
	3 Audiovisual quality & creativity	10		
	Part 6 Points	50		
	Total Points	375		

Comments