

AGB 318 In-Class Presentations

Choose a globally-marketed food company (Dunkin Donuts, Redbull, Dominos etc.)

Most companies will not make their marketing plan publicly available. So you must instead infer it! To make this assignment manageable, concentrate on your company's entry into a specific country. Your ten-minute presentation should include

- A brief history of the company
 - Include its current global position
- A history of the company's relationship with your chosen country
- An overview of the 4P's
 - Any changes or updates made for your chosen country
- An overview of the country
 - Include relevant cultural and economic indicators described in "*Elements of a Successful International Marketing Plan*"
- SWOT analysis
 - Highlight reasons entry into the country made sense as well as current weaknesses
- Importance of country to overall company
- Your assessment of their marketing strategy

A pdf of slides must be uploaded to PolyLearn on the Sunday before your presentation. You will be graded on

- 1) Your presentation skills and flow
- 2) The quality of information provided
- 3) Slide design and layout
- 4) How the information was organized
- 5) If you fully addressed prompt
- 6) Creativity/any additional audiovisual elements or "props"