**304 MKT : Global marketing project guidelines**

**In this course, A significant percentage of your grade will be on the group project which includes 2 students for each group. you are asked to follow a brand from a Global Strategy perspective. Each group will choose a brand of their own preference and present their findings in regards to that brand in two different countries, Saudi Arabia and other country during the semester.**

**This project requires extensive research in the following areas:**

1. **the company's overview.**
2. **SWOT analysis.**
3. **Screen each country and its culture ( cultural diversity, language, religion …etc).**
4. **Industry and competitive analysis in each country :**

**\*competitive analysis.**

**\*positioning strategy .**

**5- the segmentation and targeting strategy in each country .**

1. **compare the global marketing strategy in each country :**
2. **Product and brand st. : adaptation vs. standardization .**
3. **Price: if there are price differences discuss the factors that affect the price :**

**\*internal : (cost of production, marketing st., exporting …etc.)**

**\*external : ( economic factors, taxation, competition , perception of the brand… etc.).**

**C- promotion :**

* **The communication objective in both countries.**
* **Advertising / key massage / media used / target audience.**
* **To illustrate you have to provide and compare between two product ad in both countries .**

**D- place :**

* **the distribution strategy in both countries.**
* **The retailer layout in both countries.**

1. **Conclusion and Recommendations**

**And finally, make your report professional in appearance , your points clear, clarify you analysis, and follow with adequate justification,, The total length of the report is to be no more than 15 pages , yet it's not just about the number of papers, it's about the content .**