

International Pre-Master's in Business
Quartz ID: 1274

Paper ID: 2357-SAMPLE

International Marketing

Global Assignment

Sample Assessment

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** read the NCC Education document *Academic Misconduct Policy* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- **Please note the recommended word count as stated in the brief. Submissions are expected to remain within $\pm 10\%$ of this recommended word count. Work that exceeds the upper limit will only be assessed up to the maximum permitted words, while submissions falling below the lower limit may be penalised for insufficient length.**
- You **must** correctly and clearly cite all of your sources using the Harvard style of referencing, which is the only acceptable system when submitting your work to NCC Education Ltd. The use of any other referencing systems, valid or otherwise, even if applied consistently, will not be accepted and will be penalised in accordance with NCC Education's policies.
- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate knowledge and skills you have acquired throughout this module by producing a 4,000 word, fully referenced academic report that addresses the tasks given below.

The Assignment

You are a member of a team that has been tasked with performing a detailed Country Analysis for expanding an English Female Sportswear, American Energy Drinks **or** Chinese Electric Vehicle business of your choice to one of the following countries: India, Australia, Japan, Brazil, Germany, France, South Africa, Kenya and the United Arab Emirates. Only **one** country should be chosen for the report.

Within your analysis, you should:

- Outline the challenges and opportunities of conducting business in that country.
- Provide relevant guidelines and recommendations for entering the market you have chosen.
- Examine the country from every possible perspective.
- Analyse economic and business environment, political environment, cultural analysis, and market opportunity recommendations.

Instructions

Provide a 4,000-word academic report which answers all THREE (3) of the tasks below:

Task 1 – 30 Marks

Analyse the political, economic and business environment of the market you are planning to enter.

Task 2 – 30 Marks

Analyse the cultural dimensions of conducting business in the country, and the impact of this on the marketing of the business.

Task 3 – 40 Marks

Identify a new product opportunity (not retail, service or infrastructure) that your team believes will succeed in the selected country and that they recommend for market entry. Analyse the market opportunity of the product in the country selected.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission Requirements

- Your submitted work must be a single word-processed document, justified and double-spaced.
- Your report should answer Tasks 1 to 3.
- All references and citations must use the Harvard Referencing Style.
- You will need to submit an electronic copy.
- You will need to include your name and NCC Education student number in the header on every page of your work.

Word Count

The word count for this assignment is **4,000 words**.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list.
- All words that form the actual work.
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves.
- All in-text (bracketed) references.
- All directly quoted material.

Academic Rigour

You should give clear and specific justification for your proposals. They should be based on evidence, good research and analysis, and thorough critical analysis using the theories, approaches and methods you have learnt whilst studying this unit.

You should cite every source you use and give clear references using the Harvard referencing system. It should be written in academic style.

Your assignment must, of course, be entirely your own work and there are severe penalties for plagiarism outlined in the NCC documents *What is Academic Misconduct? Guidance for Candidate* and *Avoiding Plagiarism and Collusion: Guidance for Candidates*.

Candidate checklist

Please use checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?