

BUS622 WEEK 2

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Hello global marketing learners. My name is Bill Davis, and I'm the Program Chair for our Bachelors of Operations and Analysis. I, along with Doctor Avisha Sadeghinejad and many others, designed this course for you. I'm excited to provide you with insights and information about your week two assignment. This is the first part of your final assignment. And remember, in your final assignment, you're going to be creating your own marketing plan for a company of your choice from the list we provided you.

The companies you can choose from include the following-- Budweiser, FedEx, Samsung H&M, American Express, Taco Bell, Uber, Zappos, Toms, Airbnb, Target, Amazon, KIA, and PayPal. You're welcome to choose another company that's not on the list, but please reach out to your instructor to have his or her approval first before starting to work on it. After you've selected your company, you will complete a comprehensive environmental analysis. This part of the assignment is where you will be researching and analyzing your company's environment in terms of economic, trade, social, and cultural and political, legal, and regulatory environments. Once you've completed this environmental analysis, you have to pick one of the three regions-- Latin America, the Middle East, or Africa-- and assume that your company is expanding to that region. For this specific region, you will examine your company's different aspects such as demographics, economic, trade, social factors, cultural factors, legal factors, political factors. Remember, this is an important assignment and it's scaffolded to benefit you and your final summative assignment.

These fundamental studies about the situation and the environmental factors of your company will give you a good understanding of what the status of this company is in that region-- and most importantly, what the company needs to adopt in their marketing strategy to be successful in these regions. As we move on and learn more, you get to learn and understand how each component of the marketing strategy come together to complete and help you formulate your global marketing strategy for your company in that final week. Good luck on your week two assignment.

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