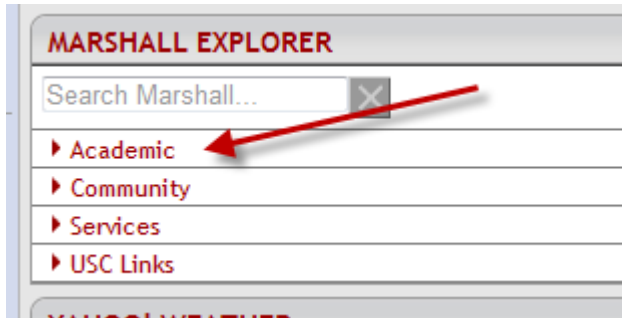


INTERNATIONAL MARKETING ASSIGNMENT

Due: March 1, 2010

The following assignment is intended to familiarize you with some of the secondary market research databases available on international business and marketing. Your assignment should be turned in “hard” copy by the beginning of lecture on March 1, 2010. **PLEASE DO NOT E-MAIL THIS ASSIGNMENT!**

Please note that the “MyMarshall Page” has changed a bit recently. You should still click on “Academic” and then “Marshall Library” to get to the “Electronic Resources Link:



1. Please pick a country of interest.
 - a. Using the “STAT-USA/Globus” database (see p. 15 of the green “Secondary Market Research Source Information” handout previously distributed), please find a market research report of interest. To get to these reports:
 - i. Under electronic resources, select “STAT-USA/Globus.”
 - ii. On the right side of the screen, choose “Market Research Reports.”

Market and Country Research

- [Country Background Notes](#)
- [Country Commercial Guides \(CCGs\)](#)
- [Global Agriculture Information Network \(CAIN\) AgWorld Attaché Reports](#)
- [Market Research Reports](#)

- iii. Next to most countries, a “plus” sign is indicated. Click on that sign to get listings for that country—e.g.,

- 28 +Chile
- 61 +China
- 18 +Colombia

- iv. Select one of the available reports.
 - b. Briefly scan the report.
 - c. On the paper you hand in, please
 - i. Indicate the country, title of the report, and year written and
 - ii. Briefly discuss the implications of the information in the report for a firm of your choice (no more than one paragraph needed).
2. For the same country or for another country of interest:
- a. Please find the "Country Commercial Guide." These are also accessed on the right side of the STAT-USA screen:

Market and Country Research

- [Country Background Notes](#)
- [Country Commercial Guides \(CCGs\)](#) ←
- [Global Agriculture Information Network \(GAIN\) AgWorld Attaché Reports](#)
- [Market Research Reports](#)

- b. Briefly scan the report.
 - c. On the paper that you hand in, please:
 - i. Indicate the country name.
 - ii. Briefly discuss implications of something you read in the report for a firm of your choice (no more than one paragraph needed).
3. Using the "Global Road Warrior" database (p. 14 of the green handout), select a country of choice and read the corresponding section. On the paper you hand in, please discuss:
- a. Some cultural aspects of the country of choice that you found interesting and/or surprising (2-3 paragraphs).
 - b. Implications of these and/or other cultural issues for doing business in that country (2-3 paragraphs).
4. Using the Google image search engine (<http://images.google.com>), search for a picture of a product of choice from a country of your choice (e.g., a Chinese pizza). You can search either for the country name and product name (e.g., "pizza China") or use the country designator in the "site:" specification—e.g.,



(Country domain suffixes can be found at <http://www.iana.org/domains/root>).

- a. Please describe one of the images you found:
 - i. What are some differences between this product and a typical product of this kind from the U.S.? (1-3 paragraphs).
 - ii. Do you have any hypotheses as to what may account for these differences (e.g., tastes, infrastructure, culture)? Please be as specific as possible. For example, if you believe that the differences in product result from cultural differences, what are some specific aspects of the country's culture that may be implicated? (1-3 paragraphs).