

The External Marketing Environment in the Global Marketplace

Assignment 4 Scenario:

The car sharing business has grown in popularity throughout the world in densely populated major city centers. As the new marketing associate for U Drive Transport, you are tasked with conducting a thorough environmental scan of the global marketplace to identify and analyze any opportunities or threats to the company, brand, and the product. To familiarize yourself with the car sharing industry, visit the websites of a few direct competitors of the company:

- Perform a search for “car sharing” on the Internet and look at two other competitors.

Directions for Executing this Assignment:

To complete this Assignment, respond to the following checklist:

- Watch the video on U Drive Transport: [Click Here](#)
- Download and complete the Environmental Analysis Template located on the Resources Icon.

Directions for Submitting this Assignment:

Review the grading rubric below before beginning this activity. For additional help with your writing and APA citation, please visit the Writing Center. Compose your Assignment as a Microsoft Word document and save it as (Example: TAllen-MT219 Assignment-Unit 4.docx). Submit your file by selecting the Unit 4: Assignment Dropbox by the end of Unit 4.

| Unit 4 Assignment: <i>The External Marketing Environment</i> | Percent possible | Points possible | Points Earned | Comments |
|---|-------------------------|------------------------|----------------------|-----------------|
| Content per Checklists | 100% | 50 | | |
| Answer provides complete information demonstrating analysis and critical thinking: | 80% | | | |
| Indicates region, one major city, and the country. 1. Provides the Social External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources. | 20% | 20 | | |
| 2. Provides the Demographic External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources. | 10% | 10 | | |
| 3. Provides the Economic External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources. | 10% | 10 | | |
| 4. Provides the Technological External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources. | 10% | 10 | | |

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|--|-----|----|--|--|
| 5. Provides the Political and Legal External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources. | 10% | 10 | | |
| 6. Provides the Competitive External Environmental Factors: Provides Opportunities and | 10% | 10 | | |

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|---|----------------|------------------------------|--|--|
| Threats to U Drive and brand using appropriate resources. | | | | |
| 7. Includes a 500-word memo discussing why the company should or should not consider expanding into the country you chose based on your external marketing environment analysis. | 10% | 10 | | |
| Subtotal: | 80% | 40 | | |
| Grammar and spelling | 8% | 8 | | |
| Responses are concise and direct | 7% | 7 | | |
| Reference list and citations are provided | 5% | 5 | | |
| Subtotal: | 20% | 10 | | |
| | Percent | Total Points possible | | |
| Your Assignment Score: | 100% | 50 | | |
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