

Assignments 1 and 2 Details and Rubric

Assignment 1: Working with your Zip-6 Scenario: *Differences in Marketing Requirements*

Ravi and Keith have received a detailed report on research the firm commissioned across several different global markets about taste preferences for the Zip-6 product. While Zip-6 has achieved more success in some markets than others, the firm's chemist has shared her belief that it would likely achieve more if the taste were better suited for these markets. She also contends that the taste alteration can be achieved simply and inexpensively without altering the basic effects of the product. This is something that Ravi and Keith have never before considered.

After reading your text material in Chapter 16, this Assignment asks you to assume the role of Business Analyst for Zip-6 and prepare an [informative essay](#) on the following:

Checklist Items:

1. How reasonable is it to expect that taste might be an important factor in some markets, and if so, why?
2. Based on your reading, should other strategic factors be considered for the Zip-6 product in addition to taste as each new market is considered, and if so, why?
3. As Zip-6 continues to expand globally, can Ravi and Keith expect to see an increase in differences in things like attribute, distribution, advertising, and pricing strategies, and if so, why?

Draft your response addressing these points in 350 words or more in [APA format and citation style](#) with a separate title and reference page. All papers must have a proper cover page, be written in informative essay form (paragraph) and be properly cited. Label your file as:

FirstName_LastName_Assignment_Unit#.

Submit your completed file to the Dropbox before the end of the unit.

Unit 9 Assignment 1 Grading Rubric

Category	Description	Weighting	Possible Points	Points Earned
			40	
Content	After reading your text material in Chapter 16, this Assignment asks you to assume the role of Business			

	<p>Analyst for Zip-6 and prepare an informative essay on the following:</p> <p>Checklist:</p> <p>1. How reasonable is it to expect that taste might be an important factor in some markets and if so, why?</p> <p>2. Based on your reading, should other strategic factors be considered for the Zip-6 product in addition to taste as each new market is considered and if so, why?</p> <p>3. As Zip-6 continues to expand globally, can Ravi and Keith expect to see an increase in differences in things like attribute, distribution, advertising, and pricing strategies and if so, why?</p>	80%	10	10
Grammar and Mechanics	Writing, spelling, grammar, in APA format and citation style with 350 words minimum), plus a title and reference page.	20%	8	
		Total: 100%	[40] Possible Points	[] Points Earned
Additional Instructor Comments:				

Scroll down to access the Unit 9 Journal Rubric

Assignment 2: Reflective Journal

Address the following questions in a **Word document** using a minimum of 150 words for each of the two checklist items:

1. How has this study of global business affected you as a consumer? Why?
2. How has this study of global business affected you as a business employee or manager? Why?

When you are ready, submit your Word document to the Journal Dropbox.

Unit 9 Assignment 2 Grading Rubric

Journal Rubric: 150 words for each item	Possible points	Points Earned
Checklist Item 1: How has this study of global business affected you as a consumer? Why?	10 points	
Checklist Item 2: How has this study of global business affected you as a business employee or manager? Why?	10 points	