

Assignment Title: Global Marketing Research: Collaboration and Competition

In this Assignment, you will describe how firms use marketing research to compete and collaborate in the global economy.

Marketers engaged in conducting global research must be cognizant of the many factors that can positively or adversely affect an organization, such as cultural, social, economic, competitive, technological, political, and legal environmental conditions. Building and maintaining awareness of the global market conditions requires great effort and diligence in order to minimize risk and maximize profit potential for an organization. Developing communications channels, being aware of cultural nuances, and competitive forces can impact the success of a marketing effort that is invested in the global marketing environment. As a marketing researcher, you must develop a keen awareness for the global marketing environment to protect and improve organizational interests.

Directions for Completing this Assignment:

To complete this Assignment, you will review a scholarly article on Global Marketing Research and write a 2-3 page informative essay (find information on how to write an informative essay in the Writing Center) in APA style format addressing the following five topic areas:

1. Describe the purpose of the global marketing research described in the article?
2. Explain the competitive environment in relation to the marketing research is discussed in the article.
3. Describe how collaboration and social behavior played a role in the global marketing research.
4. In your descriptive essay explain the following:
 - Provide a review of how the data was collected?
 - Provide a review of how the data analysis was completed?
5. In your review of the article, provide a description of the competitive outcomes you see were critical to the success or failure of this global marketing research?

You may use a journal article listed in the Reading section or one that you find in the Library.

Directions for Submitting Your Assignment

Review the grading Rubric below before beginning this Assignment. 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 with your first name initial and last name (Example: TAllex-MT355 Assignment-Unit10.docx). Submit your file by selecting the Assignment Dropbox by the end of the unit.

MT355 Unit 10 Assignment Grading Rubric		
Content, Focus, Use of Text/Outside Sources (60%)	Possible Points	Earned Points
Describes the purpose of the marketing research article.	3	
Explains the competitive environment in relation to the marketing research.	6	
Describes how collaboration and social behavior played a role in the global marketing research.	6	
Informative essay explains how data was collected and analyzed.	3	
Subtotal	18	
Analysis and Critical Thinking (27%)		
Critical thinking is evident in addition to providing facts.	2	
Informative essay format is accurate.	2	
Flow of answers is logical.	2	
Considers different positions on the issues.	2	
Subtotal	8	
Writing style, grammar, and APA 6 th ed. formatting.	4	
Total Gross Assignment Score:	30	
Less: Late Penalty (Per Policy)		
Total		