

## **Project Evaluation Sheet – International Marketing**

### **Target Country or Region:**

Names: \_\_\_\_\_ , \_\_\_\_\_ ,  
\_\_\_\_\_, \_\_\_\_\_ , \_\_\_\_\_ ,

Introduction of the business

SWOT Analysis.

Buyer Personas: AI and team generated

Google Trends analysis

Basic Market Research - survey strategy with results - charts and graphs (show results only)  
Sample Size Calculator chart

Develop a Product Positioning Map (Perceptual Map): AI and human involvement

Address Unique Value Proposition elements

Strategic Market Entry Strategy

Identify cultural aspects of your region and how they affect market entry and strategy

Pricing Strategy: understanding the fixed and variable costs of the firm

SEM / SEO Using Seoptimer, Strategy with ideal website, Head and Long tailed key-words / PPC vs SEO

Ideal website that you could model for your project company

Social Media Strategy and 3 posts, utilizing the 80/20 Rule

Reputation Management: Review answers

Advertising with media sample (AIDA Model): Recommend a Persuasion Appeal, and how it could be used in a ad campaign Recommend Retargeting Strategy

Conclusion (what was learned learned)

**Presentation quality and overall comments:**