

SOE11440 Marketing within the Global Economy

Project 1 Assessment

A. Project question

A major multinational corporation has appointed you as an economic advisor. You are requested to compile a report regarding the macroeconomic environment in two countries where the firm operates and explain how it might affect the company's economic activity.

B. Project specifications

1. You may choose to focus your analysis on any existing firm with international activity that can be of different types in the two countries.
2. The two countries must be chosen from **section C** below as follows: one country from List 1 and one country from List 2.
3. Your report must include:
 - a. A brief description of the company and the product/market it operates in for both countries.
 - b. An analysis of the market structure in which your company operates for the two countries.
 - c. A comparative analysis of all major macroeconomic indicators (see section D below, excluding 5 and 8) for the two countries and their overall impact on firm's economic activity.
 - d. An analysis of the monetary and fiscal policy (instruments) for the two countries and their impact on the firm's economic activity. You must include here an analysis of the interest rates (Section D, indicator 5).
 - e. An analysis of the foreign trade policy instruments (international trade agreements) for the two countries and their impact on firm's economic activity. You should include here an analysis of the exchange rates (Section D, indicator 8).

C. Country Lists

List 1	List 2
Germany	China
France	India
United Kingdom	Brazil
United States	Russia
Japan	Mexico

D. Macroeconomic indicators¹ to be analysed (the last available 10 years):

1. GDP growth rate
2. GDP per capita at constant prices
3. Inflation rate (CPI)
4. Unemployment rate (ILO measure)
5. Interest rate (Monetary Policy Rate) ²
6. General government balances (% of GDP)
7. Balance of Payments (% of GDP)
8. Exchange rates (National Currency/USD OR National Currency/Euro) ³

¹ We recommend that you use the IMF database to collect your data for most of these macroeconomic indicators.

² Data available from the relevant Central Banks websites

³ ibid

E. Project 1 Submission Guidelines

Length	2,500 words, +/- 10% (excluding tables, graphs, footnotes and references)
Presentation	Arial 12 fonts, 1 ½ spacing, justified text
References	A minimum of 20 references using APA Referencing Style (textbooks, official data and information sources)
Completion date	1:00 PM, Thursday 26 th October 2017

F. Marking criteria and weights

CRITERIA	WEIGHTS
Brief description of the company and analysis of the market structure in which the company operates for the two countries	20%
Data collection, comparative analysis of major macroeconomic indicators and impact on firm's economic activity	25%
Analysis of the monetary, fiscal and foreign trade policy for the two countries and their impact on firm's economic activity	40%
Report structure, presentation and references	15%