

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 3, năm học 2024-2025

I. Thông tin chung

Tên học phần:	International Marketing _ Marketing Quốc Tế		
Mã học phần:	72MRKT40083	Số tín chỉ:	03
Mã nhóm lớp học phần:	243_72MRKT40083_01		
Hình thức thi: Tiểu luận (có thuyết trình)	Thời gian làm bài:	7	Ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm	Số lượng sinh viên/ nhóm	5-7 sinh viên
Quy cách đặt tên file	<i>Student ID_Student Name</i> <i>_243_72MRKT40083_01_Group Name_Final</i>		

III. Assignment Requirement

1. Topic:

Context:

Imagine your group is part of the international marketing team of a global or regional brand. Your task is to design a strategic international marketing plan for expanding or adapting the brand to a specific foreign market. This simulation project should analyze the selected market's environment and propose marketing decisions related to entry strategy, adaptation vs. standardization, and cultural responsiveness.

Report Requirement:

In this task, you will prepare a report covering:

Task 1. Market Context and Entry Strategy (3 points)

- Briefly reintroduce the selected **brand** (history, core products, global presence).
- Present the **foreign market** you studied: highlight key economic, cultural, and political factors.
- Identify the **mode of market entry** (e.g., exporting, franchising, joint venture, acquisition), and explain why this strategy was chosen.
- Discuss **challenges and advantages** the company faced when entering this market.

Task 2. Adaptation vs. Standardization Decisions (4 points)

- Analyze how the brand adapted or standardized its **Product** (e.g., design, packaging, features).
- Explain the **Pricing** strategy – was it localized or consistent with global positioning?
- Evaluate **Promotion** strategies – were messages or communication channels adjusted for local culture?

- Describe the **Distribution** approach – did the brand use local partners, online channels, or other methods?

Students are encouraged to use examples, campaign visuals, or brand materials to support the analysis.

Task 3. Cultural Impact & Strategic Recommendations (3 points)

- Assess how **local cultural, legal, or environmental factors** influenced the brand's operations in the target market.
- Reflect on how the brand handled **regulatory or societal challenges**, and whether it leveraged local advantages.
- Provide **one well-justified recommendation** to improve the company's international marketing strategy (e.g., new pricing approach, digital localization, alternative entry strategy)..

Presentation requirements:

- Form a group of **4–7 members**. Each group will present their report **in class for 20 minutes**.
- Design your campaign report using **presentation slides**.
- Only one group member** is required to submit the final slides to both the **CTE website** and the **E-learning system**.
- The submission must include a **Group Contribution Evaluation Form**, clearly describing each member's role and contribution in the project.
- You must include **in-text references** and a **reference list** at the end of the presentation, following **APA referencing style**.

3. Grading and Rubric

Criteria	Weighting (%)	Very Good 8-10 pts	Good From 6.5 – under 8 pts	Average From 5 to under 6.5 pts	Poor Under 5
Presentationon Time & Report Format	20%	<ul style="list-style-type: none"> - Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Adequate Timing (\pm 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Too short or too long (\pm 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Finish abruptly (over \pm 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	<ul style="list-style-type: none"> - Very well precise, scientific - Use numbers and academic 	<ul style="list-style-type: none"> - Mostly precise, scientific, still produce occasional errors 	<ul style="list-style-type: none"> - Some precise and scientific, may make some errors 	<ul style="list-style-type: none"> - Limited precise and scientific, make

		researches for evidence - Sequence information and ideas logically and skillfully; coherent progression throughout	- Use numbers and academic researches for evidence, still lack of accuracy - Arrange information and ideas quite logically; clear progression throughout	- Limited use numbers and academic researches for evidence information and ideas relatively logically	noticeable errors - No numbers and academic researches for evidence - Lacks structure and is difficult to follow.
Understanding and Relating to Foundation international Marketing Knowledge	20%	- Have a deep understanding of foundation Digital Marketing knowledge and could relate to those theoretical parts, linking them perfectly to real-life application	- Express quite clear and thorough understanding. Could relate to Marketing knowledge with some demonstration on real-life application	- Express some understanding and basic application	- No understanding of foundation knowledge, no relation between theory and practical application.
Presentation skills	20%	- Present issues and arguments attractively and persuasively - Very good interaction with audience	- Present clearly but unattractive; arguments are quite persuasive - Good interaction with audience	- Difficult to follow but still able to understand important contents - Inadequate interaction with audiences	- Present unclearly, may not understand - No interaction with audiences
Q&A	10%	- Answer all questions correctly	- Answer all questions, still some errors	- Answer some questions	- Cannot answer

Internal Verifier

Ho Chi Minh City, 20th June 2025

Lecturer

PhD. Trần Nguyễn Hải Ngân

MBs. Nguyễn Thị Thanh Hiền