

1. Learning Objective(s)

The learning objectives of this exercise are:

1. Application of "*learning by doing*"¹ method where students grasp the concepts of the lesson by going hands-on subject.
2. Starting to work in a team to develop leadership skills, required for future jobs.
3. Improve public speaking skills through class presentation
4. Getting familiar with different sources of information (primary and secondary data)
5. Using the double screening process for market selection applied to a given company

2. Description

This document provides guidelines for the first team exercise at International Marketing Course. Professor will assign a company by group once teams are defined. This company will have enough information online to address this exercise.

The tasks of the groups in this exercise will be:

1. Select one country where the company is not running business nowadays.
2. Propose one country for this company to start operations and justify your proposal considering: attractiveness, aversion to risk and accessibility.
3. Apply the double screening process, meaning: 1) to come up with a first set of criteria you will apply to evaluate your proposal (first screening) and 2) short-list your proposal justifying why these are more convenient to select this new market for the company.
4. You are expected to use different tools presented in class (Ansoff Matrix, CAGE Analysis, 5 Forces' of Porter, etc) to do this exercise and rationally justify your response.

¹ Term crafted by John Dewey.

Resources:

- Class presentations
- <http://www.exportplanning.com> (each team leader will ask Mr. Antonioni for free trial to the tool). The use of this tool will provide you with insights (criteria selection, graphics, etc) that you can use to deliver your analysis
- Keegan, W. J., & Green, M. C. *Global marketing*. Upper Saddle River, N.J: Pearson/Prentice Hall

3. Delivery

The company will be assigned by Monday 30th of september, 2019. Students must submit their presentations by the 9th of october.