**Principles of Marketing I Group Project Outline**

The project is a half semester group/team research and marketing analysis paper and presentation to be done on a company selected by the team and approved by the professor. Each group of 4 to 5 students should choose an interesting company, but not a well-known global one that's often used in marketing class, get approval of, and then to do a complete marketing analysis by dissecting the company or brand's approach to their markets, products, how they position and choose to go to market, and all aspects of their macro and micro environments, marketing strategy and marketing mix (4Ps). This analysis will be presented in the form of a Marketing Plan.

The paper should be between 3000 and 4000 words, in Arial 12, single spacing. The use of graphics, visuals and different forms of tables to present important data are welcome. Correct academic methods and formats including citations or footnotes, all references, and a bibliography must be an integral part of the paper (cf. referencing guidelines from Infothèque). The group presentation of 15 minutes in length (maximum of 15 slides) will take place in weeks 12 and 13. The paper will account for 70% and the presentation 30%, which together will account for 30% of the overall grade.

The following is a suggested outline of things to consider in this project.

The grading for each section is shown to total 6.

* Part A: Introduction (10%)
  + Company presentation e.g. history, activities / portfolio, size, development stage
  + Scope of your work (in case it is limited to part of the company’s portfolio or to a geography)
  + What customer/consumer needs does the company fulfill? Are there any key consumer insights used by the company?
  + Relevant macro-environment factors
  + Objectives
* Part B: Market and Competitive Analysis (10%)
  + Market description, size and evolution
  + Competitive review: key players and market shares (or company sizes if not available) - Smaller players
  + Recent launches, relevant competitor's insights
  + Channels and logistics review (if relevant)
  + SWOT analysis
* Part C: Marketing strategy (20%)
  + Market segmentation
  + Targeting approach
  + Value proposition: positioning and differentiation
* Part D: Marketing Mix (20%)
  + 4Ps: Product, Price, Place, Promotion (show how the marketing strategy comes to life)
* Part E: Conclusion (10%)
  + Summary and evaluation of the marketing strategy and activities based on your findings
  + Your opinion or recommendation
* Oral Presentation (30%)