Collagen Supplements to Sweden. Term Project). The term project in MKTG 414 requires you to write a maximum 20-page (double spaced) research paper on a chosen country’s culture and economy system. This is one of the tasks that a marketing manager should undertake when developing an international marketing plan. (Note that you will not prepare a full international marketing plan in this course). The project must be based on an approved proposal. Your task is to assess how the cultural and economic environments of the host country are likely to influence the demand for, and commercialization of, the type of products you are interested in. This assignment involves research and analysis of the cultural and economic situation of the country with respect to a product category. Your main challenge in this project is to screen relevant information from the vast amount of data available. Try to base your report on verifiable facts and then analyze these facts in terms of the marketing implications for your chosen product category. For example, suppose you are considering exporting Molson Canadian beer to China. At this initial stage of your project, your analysis should show how cultural and economic factors might influence the behaviour of beer sellers (local and foreign) as well as beer consumers in China, and it should address questions such as the following: What cultural and economic factors may encourage or limit beer consumption in China? What cultural and economic factors favour or limit doing business in China? What types of distribution and media channels are available in China, specifically for the commercialization of beer? If you have any questions, contact the Student Support Centre. Preparing the Term Project Report The report should be written in full sentences and paragraphs, and it should include the following parts: Cover page that includes title (including topic, country, and product), your name and student ID number, and date Executive Summary that describes the objectives and provides an overview of all key and relevant analyses, including a summary of the report’s conclusion Table of Contents Introduction that describes the context, the objectives, and the plan of the report Main body that develops points of interest. Normally, this part should be divided into several sections with appropriate headings. Conclusion that summarizes the main points of the report References Appendices (optional)