American Intercontinental University

Unit 5 Individual Project

MKTG 205 – Principles of Marketing

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font.

**Describe Main Line of Business of the Company**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Name Four Countries in which the Company Operates**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Implementation of Competition**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Implementation of Target Market**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Implementation of Product Strategy**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Implementation of Distribution Strategy**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Implementation of Communication Strategy**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Implementation of Pricing Strategy**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Differences in Implementation: From One Country to Another**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Conclusion**

Add some concluding remarks-can be a sentence or two.

NOTE: **Do not change the font or margins to make the paper appear shorter or longer**

**References**

NOTE: The reference list starts on a new page after your conclusion.