

Assignment 3

The External Marketing Environment in the Global Marketplace

Assignment Scenario:

The car sharing business has grown in popularity throughout the world in densely populated major city centers. As the new marketing associate for U Drive Transport, you are tasked with conducting a thorough environmental scan of the global marketplace to identify and analyze any opportunities or threats to the company, brand, and the product. To familiarize yourself with the car sharing industry, visit the websites of a few direct competitors of the company:

- Perform a search for “car sharing” on the Internet and look at two other competitors.

Directions for Executing this Assignment:

To complete this Assignment, respond to the following checklist:

- ❖ Watch the video on U Drive Transport by clicking on the video icon.
- ❖ Download and complete the Unit 3 Environmental Analysis Template located in Doc Sharing.

Directions for Submitting this Assignment:

Review the grading rubric below before beginning this activity. For additional help with your writing and APA citation, please visit the Kaplan University Writing Center. Compose your Assignment as a Microsoft Word document and save it as (Example: TAllen-MT219 Assignment-Unit 3.docx). Submit your file by selecting the Unit 3: Assignment Dropbox by the end of Unit 3.

Unit 3 Assignment	Percent possible	Points possible	Points Earned	Comments
Content per Checklists	100%	50		
Answer provides complete information demonstrating analysis and critical thinking:	80%			
Using one major city from one selected country: 1. Provides the Social External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources.	10%	5		
2. Provides the Demographic External Environmental Factors: Provides Opportunities and Threats to U Drive and brand	10%	5		

using appropriate resources.				
3. Provides the Economic External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources.	10%	5		
4. Provides the Technological External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources.	10%	5		
5. Provides the Political and Legal External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources.	10%	5		
6. Provides the Competitive External Environmental Factors: Provides Opportunities and Threats to U Drive and brand using appropriate resources.	10%	5		
7. Provides a 500 word memo that addresses why the company should or should not consider expanding into the country of choice using marketing language.	20%	10		
Subtotal:	80%	40		
Provides the Assignment response in a memo and analysis in the provided template (also includes a title and references page) using correct grammar, spelling, and APA format and citation style.	20%	10		
	Percent	Total Points possible		
Your Assignment Score:	100%	50		