**Course Name: Global Marketing Planning & strategy**

**Details:**

**Choose from ONE of these brands:**

1. **Airbnb**
2. **Avon**
3. **Crocs**
4. **Fisher Price**

**(Special Note: You have to select Airbnb)**

**Develop a Marketing plan which includes strategies for your chosen brand in a specific market.**

1. With **focus** on a **particular local market**, develop a **plan** that includes a **critical awareness of current problems** and **new insights** with an **understanding** of the **global market** and **international marketing environments** and how that **impacts** on the **localmarkets** targeted.
2. Consider your **audience** and demonstrate a practical understanding of your **knowledge** in **globalmarketingplanning** and **strategy** through established techniques of **research** and **enquiry**.
3. **Project manage** your proposal with originality and **problem-solving skills** to reach **achievableoutcomes** in the **development** and **planning** of your **proposal**.
4. **Min 3000 - Max 3500 words**
5. **Plagiarism below 5%**

**(Special Note: You just have to attempt 3 question in 3000 words and submit the file without introduction and conclusion. Make sure that each question include 1000 wordcount. Please do not take any scope of +-10% word count)**