

MBA Global Marketing: Guidance for Team Leaders

Team Leader Briefing

The team leader is chosen prior to the beginning of each week. As the teacher provides the opening presentation for that week, it is important for team leaders to listen carefully to the requirements and decide what information will be needed in order to prepare the team presentation slides for that week. The leaders must also identify which other tasks must be completed for a successful presentation, e.g. typing of slides, sourcing of logos, pictures or other visuals etc. Then the leader will allocate team members to the needs identified.

Team Briefing Time Allowed: 5 minutes for allocation of tasks (any time taken over the 5 minutes comes out of your preparation time)

Briefing: Team Leaders will outline requirements and allocate tasks to team members. There may be more than one member per task.

Example: 'The Marketing Environment'

Slides requiring preparation: the following information needs to be pulled together (use the notes below together with the information provided in the "Marketing Environment Student Template" slides.

1. Holding Slide – no work required

2. Title Slide: (decide how many people need to do these searches -1, 2 or more? The allocate them as you see fit)

- Team Name. Team Leader Name. Team Members Names
- Company Name and Description – a team member carries out an Internet search to get information about the company. Usually this will be found in the 'About Us' section of their website.
- Geographical area of operation – also usually found on website or Wikipedia. Or a general web search.
- Total Annual Sales – should be available from – web search "Company Name Annual Report". Then go to Profit & Loss Account and look for "Revenue" or "Sales". Or (if it's a big company, e.g. Tesla), try a simple web search "Tesla annual sales revenue" and take the most up to date figure.
- Employees – once again, try a simple web search e.g. "Tesla total number of employees"

3. Understanding The Macro Environment:

As you don't have enough time to research commonly used sources, e.g. Mintel, Forrester Research or Gartner Research, you will find quickly accessible and useful information at:

www.wikipedia.com

<https://www.cia.gov/library/publications/the-world-factbook/>

For the purposes of this exercise, try an informed 'guesstimate'.

- Demographics:
 - Choose the main market (biggest area of sales) or proposed market.
 - Population size – (growing or contracting), age profiles, education level, cultural diversity and major social changes.
- Size of the potential market place: Is there potential for a significant volume of sales. For example the target market could be Females, aged between 22 – 30 years.
- The economy: is it healthy and growing or slowing? (Hint: look for a summary report on recent economic trends for info)
- Natural Environment: Availability of raw materials, Energy cost trends, Population growth, Government policy and management of natural resources
- Political, Legal and Technological changes

4. Understanding The Micro Environment:

In reality you would spend significant time pulling together the most solidly reliable information possible for this section. However, in this exercise, you do not have enough time to obtain reliable research. Therefore, for the purposes of this presentation, please supply what information you can quickly obtain and give your 'best guess' for the rest.

See the slides for more information on what is required for this slide. Allocate tasks to team members as you see fit.

5. Summary Slide:

The team, guided by the Team Leader must pick out the main influencers from both the micro and the macro environment and include them for mention in this slide. See the 'Summary' slide for more information.

6. Holding Slide – no work required

Other tasks to consider:

- Sourcing pictures or visuals where appropriate (e.g. Company Logos etc.) – Think about who will do this.
- Who will type the slides?
- The team has 4 minutes to present the slides. Of the total number, Slide 1 and Slide 7 are 'Holding Slides' and do need to be presented (or even referred to).
- Slides 2,3,4,5 need to be presented, each by a team member.
- Slide 6 is the summary and concludes the presentation.
- Every member of the team should present. Where necessary, two members may 'pair up' to present a single slide.