American Intercontinental University

MKT 660 -International Marketing

Unit 5 Group Project

**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.

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**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.

**Company, Product, Selection Process for Target Country**

 Should be 2-3 pages

**Marketing Plan**

 Remember to always indent the 1st line of each paragraph.

**Conclusion**

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

**References**

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

For help with formatting citations and references using rules outlined in the APA Manual’s 6th Edition, please check out [this site](http://www.theseen.net/AIU_MKT.htm).