

## FORMAT ASSIGNMENT – INTERNATIONAL MARKETING MANAGEMENT

### A. FORMAT OF PRESENTATION

- Power point format
- Duration: 30 minutes
- Content:
  1. Explanation of the content of chapter in briefly
  2. Explanation of the problem clearly, simplify, in the company that related to the content of chapter
  3. Analysis of relation between problem and solution to text/theories on chapter
  4. Video clip/movie that related to the case, if any
  5. Conclusion the analysis

### B. FORMAT OF FULL PAPER

- Word
- Style and Font Size: all texts must be 1.5 spaced. The recommended font size in body text is 12 point regular. The font size is 12 point bold for section title and 11 point bold for subsection title. The recommended font is **Times New Roman** in all cases.
- Title Area: the paper title is to appear in boldface capital letters, centered at the top of the first page. The recommended font size for the paper title is 16 point. The name(s) of the author(s) should appear below the title. The font size is 12 point Times New Roman (Bold).
- Headings: major headings should be numbered (except References) and appear in boldface capital letters and left justified. Secondary headings should be numbered, left aligned and in boldface letters. Tertiary headings (if they cannot be avoided) should be left aligned and in boldface letters.
- Paragraph: the first line of any paragraph should be indented by 0.5 cm. Do not leave extra spaces for paragraph separation unless needed for even spacing of a page content.
- Spacing for Headings, subheadings etc. Leave spacing of 12 points and 6 points before and after each heading. Leave spacing of 6 points each before and after all other type of headings.
- Equations: Equations should be centered, e.g.,

$$C = \frac{1}{2} \log_2 \left( 1 + \frac{P}{\sigma^2} \right)$$

It is recommended to have labeling of only those equations that are referenced in the paper (as, for example, equation (1)). Place the equation number in bracket and put along the right margin.

- Figures and Tables: all figures and tables must be referred to in the paper. They must be numbered and have captions. An example is Fig. 1 and Table 1. Figure captions (center justified) should be placed after the figure, and Table captions (center justified) should be placed before the Table starts. Figures and tables should be of high quality and placed at the top of the respective page if possible. Color and halftone illustrations must be such that they are acceptable when printed in black and white. Placement of figures and tables should normally be after their first citation in the text.

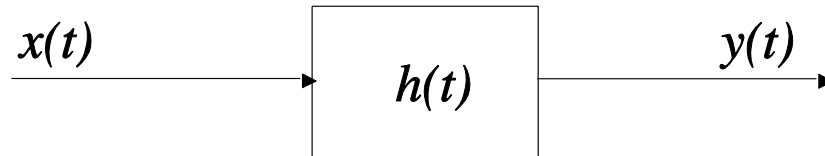


Fig. 1. Linear, time-invariant system with impulse response  $h(t)$ .

Table 1. Deflections at various loads.

Load	Deflection
100	0.05205
500	0.26026
1000	0.52083

- References: References should be numbered in order of appearance in the paper. Use 11 size fonts in listing the references. Reference should be referred to in the main text by the respective reference number enclosed by square brackets (e.g., [1,3]). Please follow the reference styles shown under REFERENCES section.

#### References

- [1] A. B. Author, Title of Book, ABC Press, 2000.
- [2] A. B. Author and C. Author, "Title of journal paper," Journal, vol. 1, no. 3, pp. 11–25, Jan. 1999.
- [3] A. B. Author, C. Author, and D. E. Author, "Title of conference paper," in Proc. ICOM 2001, Kuala Lumpur, Malaysia, pp. 101–104, 12–13 Feb. 2001.
- [4] <http://www.iiu.edu.my/ICOM2005>.

**C. CONTENT OF FULL PAPER:**

1. Title page
2. Acknowledgement
3. Table of content

A. Background of the problem: → (1-2 pgs)

- company profile
- important of the **content of chapter** for the company in brand management
- significant of the problem in **case of chapter** (chapter 1, 2, ...etc)

B. Case Analysis:

Discuss, explain, answer the QUESTIONS of the Case Study (on the end of the text)

C. Conclusion: based on result of analysis

**D. MEMBER OF GROUP**

Each group consist of 5 students

**E. DEADLINE OF SUBMISSION**

- Submission of power point : **Monday 19 October 2015 (13MJB, 13MJC); Saturday 24 October (13MJA, 13MJI)**  
in soft copy send it by email
- Submission of full paper : **Monday, 02 November 2015 (13MJB, 13MJC), Saturday, 07 November 2015 (13MJA, 13MJI)** in:
  - (1) CD that consist of full paper, power point updated, movie/video clip
  - (2) Hard copy, with purple cover in spiral binding