

Overview

Students will research a sub-Saharan African country and design a marketing campaign to promote doing business in their country, identifying attributes of the country that are and are not conducive to doing business.

Length

Three–four class periods

Materials

[Sub-Saharan Africa \(World101\)](#)

Handout (attached)

Instructional Plan

- Assign students—or have them choose—countries from sub-Saharan Africa to represent.
- Go over the assignment and have students spend time researching and designing their flyers.
- Exhibit the finished flyers in class and, after students have had a chance to view them, lead a discussion on patterns and commonalities they observe.

Extension and Additional Resources

- This could easily be adapted to a format other than a flyer: an email newsletter, a short video or radio commercial, and so on.
- Consider having other students in the class or visitors serve as potential investors who view the flyers and pose questions.

Business Promotion Handouts

Your job is to promote your country to businesses in an attempt to convince them to do business in your country. First, you will have to research what your country's advantages and weaknesses are. Start by consulting the maps in World101 to gather some data about the workforce, availability of infrastructure, and other crucial indicators. Then expand your research. Major questions to consider include the following:

- Are educated workers available in the country?
- Does the country have infrastructure to support businesses?
- Is the country part of any international agreements, such as free trade areas that would be helpful to businesses?
- Is the government stable and not corrupt?
- Are other well-known businesses based in the country?

Once you have finished your research, design a one-page flyer to promote your country. Consider carefully which attributes of your country should be highlighted, which can be presented with some "spin," and which should not be mentioned. Be sure that your poster does not simply list facts but makes a case. For example, write "Mali is a member of UEMOA, allowing for easy trade in much of West Africa," not just "Mali is a member of UEMOA."