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## COURSE DESCRIPTION

The course is meant to enhance the logical and analytical skills of the students. The course builds on the marketing knowledge students have gathered throughout their program at EU.

The course focuses initially on identifying and developing a business case, in particular a marketing issue in a business environment. Students will research the external and internal environment relevant for the topic, develop and solve their case in writing. Students will transform data into information, thus being able to propose several alternative actions to deal with the marketing issue. A fact grounded evaluation of the several alternative actions to deal with the marketing issue based on their impact on different stakeholders' interests will induce students to recommend and substantiate a particular solution.

They will have to write their own marketing case, including an overview of the problem to be solved, the background of the case and an overall in-depth description of the problem. The case will be solved in a separate document and the solutions presented in front of a 2-member committee.

Students are also encouraged to examine different cases critically and come up with viable solutions.

## COURSE OBJECTIVES

- Improve analytical capabilities of students in true real-world, on-the-job settings through case studies.
- Learn the case writing methodology

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## PREREQUISITES

Marketing Management (BCO 112) & Strategic Marketing (BCO 211)

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## COURSE OUTCOMES

- To apply theory to practical situations/cases
- To develop substantiated strategies that address practical marketing issues
- To improve analytical abilities

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## COURSE GRADING

### Grading System for the case

Timely compliance with case homework	20%
Mid-Term (Draft submission week 7)	20%
Development of case topic	10%
Research skills	10%
Marketing skills	10%
Case writing and structure (evaluation of the completed written case)	30%

Contribution in class includes; relevant readings for class discussions, contributing positively to class and group discussions, maintaining professional standards during class sessions. The instructor's observation and participation of discussions and presentations of readings and their findings will be used to evaluate all course outcomes.

Case (topic, company, and environment), Case Writing (Introduction, Background Description, Problem Identification, Data Compilation), and research and marketing skills shall be graded independently from each other. I.e., a poorly written case can be thoroughly analyzed and vice versa. So can a topic of little relevance/interest be well developed in a written case and vice versa.

### **Submission of written Cases: Session 11 Presentation of Background Cases: Session 12 & 13**

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## COURSE PROGRAM

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### UNIT 1 WHAT IS A MARKETING CASE ?

- Case writing and Study Sequence
- Cases: Types and concerns
- How to structure a marketing case?
- How to write a marketing case?
- 'Structuring' a sample case

Case Writing Assignment 1: Fill in the **Case Proposal Form** with a brief summary of your case (due for session 2)

Assignment 1: Analyze the case on **PATAGONIA**

Please organize and list your ideas and arguments in bullet points and be prepared to defend your position during class discussion in Session 2.

Case Writing Assignment 2: Write your **Case Outline** (due for session 3)

Assignment 2: Study the case **RED BULL: The Anti-Brand Brand** Please organize and list your ideas and arguments in bullet points and be prepared to defend your position during class discussion in Session 3.

## UNIT 2 DOS AND DON'TS FOR MARKETING CASE STUDY

- The case analysis framework and methodology
- Identify the central problem statement
- Great introductions: what makes a good summary of a Case Study?
- Identify the central problem statement
- What makes a great background description?
- Relevant data compilation and data presentation

Case Writing Assignment 2: Write your **Case Summary** (due for session 4)

Assignment 3: Study the case **Airbnb** Please organize and list your ideas and arguments in bullet points and be prepared to defend your position during class discussion in Session 4.

Assignment 4: Study the case **COCA-COLA'S MDCS: DISTRIBUTION EFFECTIVENESS VS SOCIAL RESPONSIBILITY?** (due for session 5)

Activity: Students will commence writing their Case Background and incorporate corresponding data (due for session 11).

## UNIT 3 (4 HOURS/SESSIONS 5 & 6) GUIDELINES FOR CASE ANALYSIS

- Using a Case: identify key fact, figures and issues etc,
- Analyzing data relevant to solve the case
- Structure of a Marketing Case
- Developing the background and history for individual case study

Case Writing Assignment 3 & 4: Write your **Case Background** and incorporate corresponding data (due for session 7 (Internal Analysis) & 9 (Environmental Analysis)).

Assignment 5: Study the case **STARBUCKS**: Please organize and list your ideas and arguments in bullet points and be prepared to defend your position during class discussion in Session 6.

Assignment 6: Study the case **ZARA: Fast Fashion**. Please organize and list your ideas and arguments in bullet points and be prepared to defend your position during class discussion in Session 7.

## UNIT 4 THE RATIONALE BEHIND A BUSINESS CASE

### WHAT, WHEN, WHERE, HOW AND WHY

- Describe the marketing environment, the forces impacting focal firm in individual case

Case Writing Assignment 5: Define the **Discussion Questions** for your case. (due for session 10)

Assignment 7: Study the case **WALMART** Please organize and list your ideas and arguments in bullet points and be prepared to defend your position during class discussion in Session 8.

Assignment 8: Study the case **RENOVA TOILET PAPER**. Please organize and list your ideas and arguments in bullet points and be prepared to defend your position during class discussion in Session 9.

## UNIT 5 (6 HOURS/ SESSIONS 9 TO 11) SOLUTION PROPOSALS & ALTERNATIVE STRATEGIES

Review of cases (individual appointments). Students will make individual appointments in order to review their case work with the professor.

## UNIT 6 (2 HOURS/ SESSION 12) MAKING RATIONAL, FEASIBLE RECOMMENDATIONS BASED ON ANALYSIS

- Defining the Objective of a Case (strategic fit)
- Identifying alternative solution proposals
- Analyzing data to support/discard proposals
- Evaluating feasible proposals
- Drawing a substantiated conclusion

Case Writing Assignment 7: Prepare a brief presentation (15 minutes including Q&A) on the objective, proposals, evaluation, and conclusion for your case (due for sessions 12 & 13).

### REQUIRED TEXTS

Cases in Marketing Management (Richard Ivey School of Business) Kenneth E. Clow/Donald Baack

The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases [Paperback]

[William Ellet](#) ISBN-10: 1422101584 | ISBN-13: 978-1422101582 | Edition: 1ST

SWIF Learning A Guide to Student-Written, Instructor-Facilitated

Case Writing by Paul Michael Swiercz, Ph.D. The George Washington University



Written assignments must be word processed and include the official title page, and instructed format. The written case should be 15-20 A4 pages long (1.5 line spaced, Arial font size 11). References should appear as footnotes and page numbers bottom right. One hard copy must be handed in session 13.