BCO 324: Cases in Marketing

Session 2: How to structure a marketing case?

Structure of a Final Case

PART I: The written Case

1. **Introduction** / Summary of the Case
2. **Background:**
   - Company: History, Culture, Vision & Mission, Resources
   - Industry
   - Market
   - Environment
3. **Problem Identification**
   - Issue & Motives
   - Open Ended Question
4. **Appendixes**

PART II: The Solution

(separate document)

1. **Executive Summary**
2. Analysis & Evaluation of **Alternative Solutions**
3. **Conclusion**
4. **Appendices**

Creating a Cohesive Story

The cohesive story tells the reader…

- **WHAT** the situation is all about
- **WHEN** did it occur or was it becoming relevant
- **WHERE** did it occur or did it pop up
- **WHY** is the issue important or the project needed
- **HOW** will it affect the organization's future

Creating a Cohesive Story

The cohesive story tells the reader…

A "Memorable EXAMPLE"

Structuring your Case Report

Transform Data into Information

- Make sure that you **arrange the data** so that trends or other significant effects can be identified easily
- **Do not offer irrelevant information**. Extract sort or merge data if needed.
- **Add Calculations, Ratio** analysis, and or sensitivity analysis.

Structuring your Case Report

- Prepare an **outline (roadmap)** of the report before you start writing
- Use descriptive **headings** that clearly describe the section´s contents to engage and inform the reader.
- Tell a **coherent story,** make sure your recommendations emerge from the analysis of the information supplied.
- **Connect**, converge and transform facts to inform the case.
- **Stay objective**. Do not allow your interest to skew your approach the case.

Course Procedure and Grading

A. Own Case Writing and Presentation

1. **Identify a case** (Case Proposal Form, due in session 2)
2. **Develop the case** (Case Outline, due in session 3)
3. **Write the Case Summary** (due in session 4)
4. **Write the Case Background** (due in session 6&7)
5. Define the **Discussion Questions** (due in session 8)
6. Write the **Solution Part** (due in session 12)
7. **Case presentation** (max. 15 minutes / case)

BUSINESS CASE
RISKS
effects?
likely?
what?
how?
control
IMPACT?
positive
negative
PROBLEM
definition
symptoms?
causes?
solutions?
My idea
solution
why?
how?
resources
how much
?
Who's involved?
others?
customers?
ds?
manager?
motivation?
colleagues?
interests?

Structuring your Case Report

- Use graphs and charts to illustrate complex concepts, but make sure they add value to the report.
- Use a consistent formatting style, clear document structure and organization.
- DIN A4; 1,5 line spaced; Arial Font 11.

DO´s

- Use **short simple sentences**
- **Number** all pages
- Take into account **ethical issues**
- Evaluate **each alternative solution separately** and clearly state its “cost benefit” impact for the organization.

DONT´S

- Avoid **exclamation marks**
- Avoid **technical language**
- Avoid **superlatives** & **diminutions**
- Avoid **over-generalizations**

Ethical concerns in case research generally center around three issues:

1. **Integrity** (truth): honesty and morality.
2. **Privacy**: protection of sensitive information
3. **Informed consent**: writer and company understanding about the purpose and use of the project and the risks involved.

Transforming Data into Information

- Case studies contain data that needs analysis before it can be utilized in a report in order to substantiate and evaluate alternative solutions. Here are some tips for handling data:

- Data is not always presented in a clear and rational way. Make sure that you arrange the data so that trends or other significant effects can be easily identified.

- Not all information given may be relevant. Extract, sort, or merge data if needed in order to identify trends or other effects

- Calculations, ratio analysis, and/or sensitivity analysis may be necessary to transform data into information.

- When financial statements are presented, ratio analysis, trend analysis, FCF and
- CVP calculations will inform your report.