

SMEAL COLLEGE OF BUSINESS

THE PENNSYLVANIA STATE UNIVERSITY

MKTG 450W, Sections 4 and 5, Marketing Strategy, Fall 2009

Case Name \_\_\_\_\_

<b>Case Analysis (Written, 170 points)</b>	<b>Points</b>	<b>Awarded</b>
<b>1. Opening (half page)</b>	<b>10</b>	
• Case identification: creates interest, relevant, current	5	
• Issue, opportunity or decision and persons involved (if any) identified appropriately and explained briefly;	5	
<b>2. Background (3-5 pages)</b>	<b>25</b>	
• Clear and concise description of the industry, firm, competitive field, person and products involved and why they are relevant to the opportunity, issue or decision being analyzed	25	
<b>3. Case Story (3-5 pages)</b>	<b>25</b>	
• Opportunity, issue or decision is clearly and coherently explained supported by relevant tables, pictures, graphs, etc.	25	
<b>4. Analysis (4-6 pages)</b>	<b>60</b>	
• At least 2 possible strategies are identified and a sound rationale is provided for each; strategies are supported by relevant tables, pictures, graphs, etc.	20	
• Possible outcomes (most likely, best possible and worst possible) are presented for each strategy and are supported by relevant tables, pictures, graphs, etc.	20	
• Strength of quantitative analysis	20	
<b>5. Recommendation and Conclusion (2 pages)</b>	<b>25</b>	
• Summarized recommendation and justified feasibility of recommended strategy with proofs	15	
• Clear description of the take-away from the case	10	
<b>6. General</b>	<b>25</b>	
• Points explained concisely; structure and sections are identified appropriately and transitions used effectively (flow and readability)	10	
• Correct grammar, spelling, punctuation	10	
• Accurate references to tables, figures, etc.	5	
<b>TOTAL</b>	<b>170</b>	

Note: Failure to include the academic integrity pledge will cost 10% points (17).