

Final Case Analysis (Individual)

Each student is to write a case analysis as the final project for the course, [due 11/28](#). This is your opportunity to demonstrate your individual analytical and writing skills, which should have improved throughout the course. This paper should be no more than 5 pages in length, and should include a thorough analysis of the situation, identification of the key issue/s, recommendations for addressing these issues, and rationale to support your recommendations. You should use appropriate analytical frameworks in your situation analysis. Feel free to use charts, tables, and other ways of summarizing and illustrating your analysis. As with the group presentations you should assume the role of a senior marketing manager addressing the upper management team of the organization.