Case Study Assignment #1 (10%)
MKT 2210 A07 Fall 2021
Due: October 13th, 2021, by 11:59PM

In this assignment, you will each be given a case study from the Northwestern Kellogg School of Management. The case is by Dr. Mohanbir Sawhney and is titled **Starbucks: Driving Growth Through New Dining Occasions.** As an important note, the materials for this assignment are copyrighted and are intended for use only within this course. Please do not reproduce or share this document without my explicit permission.

The purpose of this assignment is to test two important skills as a university student: 1) the ability to extract accurate and important details from a text while remaining concise, and 2) the ability to use critical thinking to extend beyond the case materials.

Assignment
The assignment will comprise of **four** parts, reflecting on the material we have gone over in class.

1. **Map out a timeline of important events listed in this case.** Using a diagram, illustrate the order of events that occur within the case. Try to pick out only the most important dates, ones that may indicate significant change or decision-making points. **(1 points)**

2. **Define the Marketing Mix for Starbucks.** Remember, a marketing mix is specific to the product or service that is being marketed within the case. Identify:

    a. What is the product/service? (Product)
    b. What do you think the pricing strategy might be? (Price)
    c. What market does the product/service fit into? Who is the target market? (Place)
    d. How is the product/service being marketed, i.e. retail stores, advertisements, etc. (Promotion)

    This section should be written up as four short sections, one for each part of the marketing mix. Do your best to make direct reference to the case materials. You may use bullet points, tables, diagrams, or paragraphs. **(4 points)**

3. **Conduct a SWOT Analysis of Starbucks.** Take note of when the case takes place *and* when the case was written when conducting your SWOT analysis. Identify:

    a. What are the strengths of Starbucks?
    b. What are the weaknesses of Starbucks?
    c. What opportunities are presented in the industry in this case?
    d. What threats are presented in the industry in this case?

    This section should be written up as four short sections, one for each part of the marketing mix. Do your best to make direct reference to the case materials. You may use bullet points, tables, diagrams, or paragraphs. **(2 points)**

4. **Assess the marketing strategy presented in this case.** Using your own knowledge (and sources from outside this case, if deemed necessary):
    a. Assess the marketing strategy. Think of this question from the perspective of an investor – would you feel comfortable investing in this product/service? Why or why not? **(1 point)**
    b. Align your assessment with the marketing mix. Which part(s) of Starbucks' marketing mix, in your view, are areas of concern? How might you change or adapt their marketing mix? **(2 points)**

Total: 10 points

For formatting, please submit your file as a **PDF**. Continue to follow APA style: This includes the following:

1. A Title page that includes the name of the assignment, your name, your student number, the course, and the date.
2. Page numbers
3. Size 12 font, 1.5 spacing, standard 1-inch margins
4. Because of the use of diagrams, word-count is a bit tricky. Try to keep your answers to each question at a maximum of 2 pages each (**maximum 8 pages** not including the title page)
5. Proper in-text citations for the case and any outside materials. I will provide the proper citation for this case below, which you will include in your references:

Sawhney, M. (2018). Starbucks: Driving Growth Through New Dining Occasions. *Kellogg School of Management Cases*.

Please note that although you are permitted to use diagrams, bullet points, and tables for some of the questions, this does not mean they should be sloppy. The purpose of using these techniques is to create clearer communication of your points and findings. All diagrams should be well organized, easy to read, and concise.

In order to score well on this assignment: Make sure you are extracting from the case only the information that is **relevant** to the questions. This is an important skill to develop and is the focus of this assignment.