

Cases

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There are fourteen cases (Three Groups) that you will be required to choose (1) case from each group and write a one page (double spaced 12 point Times New Roman font,) analysis of the case. You are also expected to conduct a quick research on the internet to update the information presented in the case. You should focus on what the central problem/issue in the case is and what is being done or should be done to address the issue. You can use the discussion questions at the end of the case as a guideline. About three good sources of information should be sufficient to do this. You should indicate the sources in your written submission.

CASE 1

Choose (1) from this Group - Due by the start of class

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|--|-----------------------------|
| Online, mobile, and Social media marketing | Xbox one p. 34 |
| Online, Mobile, and Social Media Marketing | The PC-osaurus p. 63 |
| Online, Mobile, and Social Media Marketing | Social Data p. 98 |
| Online, Mobile, and Social Media Marketing | You Are What You Like p 134 |

CASE 2

Choose (1) from this Group - Due by the start of class -

- | | |
|--------------|---|
| Company Case | Dyson: solving Customer Problems in Ways they Never imagined p. 63 - 65 |
| Company Case | Sony: Battling the Marketing Environment's "Perfect Storm" p. 98 - 100 |
| Company Case | Oracle: Getting a Grip on Big Data p. 135 - 137 |
| Company Case | Veterinary Pet Insurance: Health Insurance for Our Furry—or Feathery—Friends p. 167 - 169 |

Company Case Dove: Building Customer Relationships Everywhere, One Gender at a Time p. 226 - 227

Company Case Target: Where Store Brands Offer More Than Low Prices p. 263 - 264

The book

https://www.academia.edu/35654791/Principles_of_Marketing_sixteenth_edition_Global_version_2016_by_Philip_Kotler_and_Gary_Armstrong