

MARKETING CASE ANALYSIS & PROBLEM SOLVING PHASE GUIDELINES

[MKTG. 490; Spring 2K6; Dr. Carter]

- The Wall Street Journal “Mapping” Intelligence Code – *Finding Out*
- Mapping Marketing Research – *Figuring Out*
- Mapping Customer/Brand Value & Cognitive Choice Processes – *Filling Out*
- Mapping Target Markets, Positioning & Differentiation – *Filtering Out*

Introduction:

The “*Case Analysis*” *phase* of the course allows you to apply specific concepts to a “real world” marketing planning situation – based on the retail fashion apparel market. The emphasis for this second phase is not on simply understanding “WHAT” concepts mean and “HOW” they apply to marketing. In addition, we now focus on deciding at a detailed level “WHO” is doing the marketing and being targeted, as well as “WHEN, WHERE, AND WHY” successful market relationships will result from planned strategies. For each of those factors, we rely on the *Wall Street Journal* daily as a trusted source of intelligence. It serves as our “medium” for scanning and “mapping” the market – because marketing managers are not omniscient. But, the bottom line is that the *second phase* moves from *knowing and noting* the answers to *deciding and doing* the strategic marketing techniques that turn problems into solutions.

In order to facilitate a deeper consideration of both the concepts and case situation, in-class groups are used to spur discussion and allow you to spar with peers over the rationale for case study choices pertaining to specific marketing planning chapters. These in-class discussions should be used to practice deciphering the *Wall Street Journal’s* “market mapping codes” – which I will orient you to at the onset. You should also benefit from the in-class group as a kind of “marketing management huddle” to make sure everyone understands “the strategy play” and is prepared to perform individually on the case-study report – not to piggy-back off of others’ ideas or solely socialize with group members. We are using collaborative learning as a knowledge sharing vehicle and not a knowledge shirking vice, ok?

The focus of all three case-study assignments will be; “*Marketing Bakersfield Style (b.Style): A Meadows Field Fashion Merchandising Makeover.*” Using what we know about *strategic landing, planning, and scanning* for retail fashion apparel outlets, we will now chart a retail fashion merchandising “flight plan” to navigate Kern County’s Meadows Field Airport onto the passenger radar screen as a preferred shopping destination. Members of study groups are expected to share information and informal research related to the present and potential future Meadows Field terminal characteristics. Likewise, in-class discussion should consider for how assigned concept techniques can be applied to achieve the desired “Fashion Merchandising Makeover” possibilities. However, the precise path chosen for “Bakersfield Travel Style,” as well as the particular changes created by applying marketing strategy techniques, must be the original work product done by individual students.

Our *Wall Street Journal* “daily scan” will not necessarily provide articles on Kern County or Meadows Field Airport, but it will “map” the market of supply and demand forces relating to every dimension we became acquainted with in “*strategic landing.*” In turn, our skill at “scanning” those market patterns will in fact create a market in the class of those who align their demand for knowledge with the Wall Street Journal’s intelligence supply, and those who engage in marketing decision making with far less competent knowledge exchange. The three case-study assignments are itemized based on both required text chapter concepts and the “Meadows Field Fashion Merchandising” deliverables on the following page.

UP, UP, AND AWAY!!! ☺

Marketing Problems Cases For Analy

**Murugan Anandarajan, Teresa D.
Harrison**



Marketing Problems Cases For Analy:

Marketing Analytics Mike Grigsby, 2022-12-03 Who is most likely to buy and what is the best way to target them How can I use both consumer analytics and modelling to improve the impact of marketing campaigns Marketing Analytics takes you step by step through these areas and more Marketing Analytics enables you to leverage predictive techniques to measure and improve marketing performance By exploring real world marketing challenges it provides clear jargon free explanations on how to apply different analytical models for each purpose From targeted list creation and data segmentation to testing campaign effectiveness pricing structures and forecasting demand it offers a complete resource for how statistics consumer analytics and modelling can be put to optimal use This revised and updated third edition of Marketing Analytics contains new material on forecasting customer touchpoints modelling and a new focus on customer loyalty With accessible language throughout methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application Supported by a glossary of key terms and supporting resources consisting of datasets presentation slides for each chapter and a test bank of self test question this book supplies a concrete foundation for optimizing marketing analytics for day to day business advantage **Applied Marketing Analytics Using R** Gokhan Yildirim, Raoul

Kübler, 2023-08-02 Marketing has become increasingly data driven in recent years as a result of new emerging technologies such as AI granular data availability and ever growing analytics tools With this trend only set to continue it s vital for marketers today to be comfortable in their use of data and quantitative approaches and have a thorough grounding in understanding and using marketing analytics in order to gain insights support strategic decision making solve marketing problems maximise value and achieve success Taking a very hands on approach with the use of real world datasets case studies and R a free statistical package this book supports students and practitioners to explore a range of marketing phenomena using various applied analytics tools with a balanced mix of technical coverage alongside marketing theory and frameworks Chapters include learning objectives figures tables and questions to help facilitate learning Supporting online resources are available to instructors to support teaching including datasets and software codes and solutions R Markdowns HTML files as well as PowerPoint slides a teaching guide and a testbank This book is essential reading for advanced level marketing students and marketing practitioners who want to become cutting edge marketers Dr Gokhan Yildirim is an Associate Professor of Marketing at Imperial College Business School London Dr Raoul V K bler is an Associate Professor of Marketing at ESSEC Business School Paris Applied Marketing Analytics Using Python Gokhan Yildirim, Raoul V.

Kübler, 2025-03-21 It is vital for marketers today to be comfortable in their use of data and quantitative approaches and have a thorough grounding in understanding and using marketing analytics in order to gain insights support strategic decision making solve marketing problems maximise value and achieve success Taking a very hands on approach with the use of real world datasets case studies and Python this book supports students and practitioners to explore a range of marketing

phenomena using various applied analytics tools with a balanced mix of technical coverage alongside marketing theory and frameworks Supporting online resources include datasets and software codes and solutions as well as PowerPoint slides a teaching guide and a testbank This book is essential reading for advanced level marketing students and practitioners who want to become cutting edge marketers Dr Gokhan Yildirim is an Associate Professor of Marketing at Imperial College Business School London Dr Raoul V Kbler is an Associate Professor of Marketing at ESSEC Business School Paris

Cutting-edge Marketing Analytics Rajkumar Venkatesan,Paul Farris,Ronald T. Wilcox,2015 Master practical strategic marketing analysis through real life case studies and hands on examples In Cutting Edge Marketing Analytics three pioneering experts integrate all three core areas of marketing analytics statistical analysis experiments and managerial intuition They fully detail a best practice marketing analytics methodology augmenting it with case studies that illustrate the quantitative and data analysis tools you ll need to allocate resources define optimal marketing mixes perform effective analysis of customers and digital marketing campaigns and create high value dashboards and metrics For each marketing problem the authors help you Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what if scenarios and define optimal solutions Connect your insights to strategic decision making Each chapter contains technical notes statistical knowledge case studies and real data you can use to perform the analysis yourself As you proceed you ll gain an in depth understanding of The real value of marketing analytics How to integrate quantitative analysis with managerial sensibility How to apply linear regression logistic regression cluster analysis and Anova models The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and or business intelligence and for students and faculty in all graduate level business courses covering Marketing Analytics Marketing Effectiveness or Marketing Metrics

Marketing Analytics Using Excel Rahul Pratap Singh Kaurav,Asha Thomas,2025-03-15 Marketing Analytics Using Excel is the essential introduction to data driven marketing which simplifies complex concepts and offers practical real world applications This comprehensive yet accessible guide encourages an in depth understanding of marketing analytics from fundamental topics and basic Excel functions to more advanced topics such as AI and predictive analytics Packed with practical examples and easy to follow fully worked problems which demonstrate how theoretical concepts are applied in real world situations this book also includes Industry case studies from leading companies like Zappos Amazon Netflix and Spotify providing insights into how marketing analytics is applied in various industries Exercises activities and discussion questions to reinforce learning A focus on open access tools and career prospects which encourages readers to develop further This no nonsense guide minimises the intimidation factor of complex formulas and instead focuses on practical real world applications making it essential reading for Marketing students and anyone looking to upskill Dr Rahul Pratap Singh Kaurav is Associate Professor at FORE School of Management New Delhi India Dr Asha Thomas is an Assistant Professor at Wroclaw University of Science and Technology WUST Poland

Aligning

Business Strategies and Analytics Murugan Anandarajan, Teresa D. Harrison, 2018-09-27 This book examines issues related to the alignment of business strategies and analytics. Vast amounts of data are being generated, collected, stored, processed, analyzed, distributed, and used at an ever-increasing rate by organizations. Simultaneously, managers must rapidly and thoroughly understand the factors driving their business. Business Analytics is an interactive process of analyzing and exploring enterprise data to find valuable insights that can be exploited for competitive advantage. However, to gain this advantage, organizations need to create a sophisticated analytical climate within which strategic decisions are made. As a result, there is a growing awareness that alignment among business strategies, business structures, and analytics are critical to effectively develop and deploy techniques to enhance an organization's decision-making capability. In the past, the relevance and usefulness of academic research in the area of alignment is often questioned by practitioners, but this book seeks to bridge this gap. *Aligning Business Strategies and Analytics: Bridging Between Theory and Practice* is comprised of twelve chapters divided into three sections. The book begins by introducing business analytics and the current gap between academic training and the needs within the business community. Chapters 2-5 examines how the use of cognitive computing improves financial advice, how technology is accelerating the growth of the financial advising industry, explores the application of advanced analytics to various facets of the industry, and provides the context for analytics in practice. Chapters 6-9 offers real-world examples of how project management professionals tackle big data challenges, explores the application of agile methodologies, discusses the operational benefits that can be gained by implementing real-time, and a case study on human capital analytics. Chapters 10-11 reviews the opportunities and potential shortfall and highlights how new media marketing and analytics fostered new insights. Finally, the book concludes with a look at how data and analytics are playing a revolutionary role in strategy development in the chemical industry.

The Business of Analytics Jamey M. Long, Joseph A. Pisani, 2025-12-09 This comprehensive textbook explores the fundamental intersection of business principles and analytical methodologies. Each chapter systematically builds upon core business concepts while integrating essential statistical frameworks and analytical approaches. Designed for universal application across undergraduate, postgraduate, and professional settings, this text bridges theoretical knowledge with practical implementation. Readers will benefit from Real-world case studies demonstrating successful analytics integration across industries. Interactive learning elements that reinforce key concepts through hands-on application. Industry insights from leading professionals who leverage analytics daily. Practical applications showcasing how analytical frameworks solve authentic business challenges. The text addresses critical statistical concepts while providing a road map for organizations to enhance communication, foster inclusion, and develop data-driven leadership. Students will learn how to develop working analytical models that eliminate decision-making biases, improve cross-functional collaboration, and drive measurable business outcomes. This essential resource prepares future business leaders to champion statistical literacy in the workplace, transforming organizational culture through

evidence based practices and analytical thinking Cracking Data Science Case Study Interview: Data, Features, Models and System Design Sai Dheeraj Gummadi, What will this book teach you How to approach a data science problem from scratch Learn to ask the right questions define business goals and determine the data needed Feature thinking made practical Understand what features to engineer for each use case and why Designing the right ML solution Learn which models to use how to evaluate them and how to interpret results End to end analytics frameworks Go beyond ML with strong descriptive diagnostic and inferential techniques System design for data science Learn how to productionize your ML work with pipelines feedback loops and model serving What s inside the book Foundations Sections 1 3 Introduction to Data Science Analytics and Machine Learning Real world analogies and industry insights Clear differentiation of when to use analytics vs ML Retail eCommerce Churn Prediction Demand Forecasting Recommendation Systems Customer Segmentation Price Elasticity using A B Testing Finance Fintech Credit Scoring Fraud Detection Portfolio Risk CLTV Prediction Smart Transaction Routing Supply Chain Operations Inventory Route Optimization Supplier Reliability Backorder Forecasting Anomaly Detection in Logistics Marketing Sales Campaign Uplift Dynamic Pricing Sales Forecasting Attribution Modeling Sentiment Analysis Why is this book different This is the only book that connects business understanding to data and system design Each use case includes Business Objective Key Questions Data Requirements Assumptions Analytical ML Solutioning Feature Engineering Insights Modeling Approaches Business Metrics Evaluation Production Ready System Design Who is this book for Whether you re a fresh graduate a data enthusiast looking to break into data science a working professional transitioning from BI Analytics to ML or a product manager or consultant who needs a structured framework this book is designed for you It eliminates fluff and delivers exactly what interviewers and real world business challenges demand clarity structure and actionable solutions *Big Data Analytics Techniques for Market Intelligence* Darwish, Dina,2024-01-04 The ever expanding realm of Big Data poses a formidable challenge for academic scholars and professionals due to the sheer magnitude and diversity of data types along with the continuous influx of information from various sources Extracting valuable insights from this vast and complex dataset is crucial for organizations to uncover market intelligence and make informed decisions However without the proper guidance and understanding of Big Data analytics techniques and methodologies scholars may struggle to navigate this landscape and maximize the potential benefits of their research In response to this pressing need Professor Dina Darwish presents *Big Data Analytics Techniques for Market Intelligence* a groundbreaking book that addresses the specific challenges faced by scholars and professionals in the field Through a comprehensive exploration of various techniques and methodologies this book offers a solution to the hurdles encountered in extracting meaningful information from Big Data Covering the entire lifecycle of Big Data analytics including preprocessing analysis visualization and utilization of results the book equips readers with the knowledge and tools necessary to unlock the power of Big Data and generate valuable market intelligence With real world case studies and a focus on practical guidance

scholars and professionals can effectively leverage Big Data analytics to drive strategic decision making and stay at the forefront of this rapidly evolving field **Applied Marketing** Rochelle Grayson, Daniel Padgett, Andrew Loos, 2023-10-23

Tomorrow's professionals need a practical customer-centric understanding of marketing's role in business and critical thinking skills to help their organizations succeed. **Applied Marketing 2nd Canadian Edition** helps students learn practical modern marketing concepts appropriate for the Principles of Marketing course by applying them to the latest business scenarios of relatable brands. This comprehensive yet concise text is co-authored by Professors Rochelle Grayson and Daniel Padgett and practitioner Andrew Loos and it blends current academic theory with an agency owner perspective to help students get an insider's look at how top businesses operate. With many Canadian-specific examples, students can relate concepts learned in the classroom to marketing topics and events taking place in their backyard.

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