

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 notating* 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

L Darling-Hammond



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