

CASE STUDY REPORT FORMAT GUIDELINE

Following is a suggested guideline for preparing your case study reports (remember to always use Harvard Business Style for all formatting and referencing as per the course outline):

Cover Page

(Include student names and student Ids)

Executive Summary

(If appropriate – should be written last to focus on key points/findings)

Introduction

Current Situation Analysis and pertinent Background including a synopsis of the relevant information from the case analysis tool short form.

Body

May include:

- Target Market Identification
- Market Needs
- Forms of IMC in use
- Analysis of Case
- Key Issues/Goals
- Recommendations

Should include:

- Decision Criteria
- Assumptions
- Data Analysis (analysis in appendix and summary info in body)
- Preferred Alternative with rationale.
- Justification/Predicted Outcome:

It is important that all guesstimates or creative ideas be founded upon some marketing rationale and a solid understanding of the metrics related to the target market and anticipated financial changes/impact. Using target market analysis and education estimation of population, \$, and units is appropriate.

If you are not confident in your ability to do so...PLEASE FEEL FREE TO DISCUSS "HOW TO" as a team with the professor well in advance of your case presentation.

Conclusion

References

Recommend that you source business journals, periodicals, and textual references as well as any online research. Make sure you support your ideas with facts and figures. Please

try to use your own words and ideas based on research rather than copy and paste other's words from the internet. You should USE PROPER HARVARD style in-line citations, image source citations, and an alphabetical CITATION LIST in a references section.

Appendices

All charts, financials, visuals, and other related items can be placed here and referenced in the report.