

## CASE STUDY REPORT FORMAT GUIDELINE

Following is a suggested guide line 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 change/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