TO:         Proximity Media Teams
FROM:     Paul Miers
DATE:         March 29, 2017
SUBJECT:     Strategy Report

Your next assignment is to write a strategy report (2-3 pp) for your team on one of the major players in your media sector. The purpose of this internal report is to provide reference material for external reports to Proximity clients. Each team member should select one of the companies from the strategy report list (see below) and conduct a comprehensive search for information about that company and its business partners before drafting the report.

**Schedule for drafts and final copy**

* Post strategy report drafts before the start of class on Mon., April 3 and Wed., April 5.
* Submit strategy report by the end of the day on Sunday, April 9.

**Information Sources**

You can find company information for your report on the company web page and from the following sources:

* [Google Finance](http://finance.google.com/)
* [Standard and Poor’s NetAdvantage (Cook Library - public companies)](http://proxy-tu.researchport.umd.edu/login?url=http://www.netadvantage.standardandpoors.com/)
* [Cook OneSearch](http://cooklibrary.towson.edu/onesearch/about.cfm)
* [Lexis / Nexis Academic (Cook Library)](http://proxy-tu.researchport.umd.edu/login?url=http://www.lexisnexis.com/us/lnacademic)
* [Wikinvest](http://www.wikinvest.com/site/About_Wikinvest)
* [Wikipedia](http://en.wikipedia.org/wiki/Main_Page)(see [Wikipedia: Academic Use](https://en.wikipedia.org/wiki/Wikipedia%3AAcademic_use))

Document all sources cited in the report in a reference list at the end using APA style.

**Organization**

The report should cover the following topics:

* Profile of company
* Competitive landscape (use Porter’s five force model)
* Company’s currentbusiness strategy for your team's social media
* Implications of strategy for engaging millennials

Five force model documents and sample strategy reportsare available on Blackboard.