

# Case Report Guidelines

Business-to-business Marketing online

# From the Syllabus..Case Assignments..

- *Case reports (2, individual or in the groups of two)*
  - A case report is 3-5 pages
  - Let me know, if you want to work with someone by Jan 31<sup>st</sup>
  - A case help chat a week before the case is due
  - Office hours are online (phone, email, chat)
  - 40 % of your grade

# Steps to a Successful Case Report

1. Read the case.
2. Determine, what is the problem in the case (questions). Write it down.
3. Do some research on the topic and the company. (Mandatory: at least 2 outside references)
4. Write the introduction and draft recommendations for the problems/questions, and the cover letter.
5. Let your report sit for a day. (Ask your friend to read it and give feedback.)
6. Polish you report. Check citations and references.
7. Submit your report via Dropbox. (see next slide)

# Formatting of your report

- A letter size paper, 1 inch margins, double spaced, font Times New Roman, Arial or similar, font size 12
- Add a cover letter (your name, course, the name of the case)
- Convert your word.doc to PDF file (save as -> PDF)
- Submit via Dropbox in courseden.