**GUIDELINES FOR CASE ANALYSIS**

The following guidelines are designed to assist students in their case analysis process. The Guidelines are not intended to be a rigid format, however. Any question is intended to surface information that will be helpful in analyzing and resolving the case. Each case is different, and some parts of these guidelines may not apply in every case.

Following each case are discussion questions that should be answered as part of any complete case analysis. It is not appropriate to attempt to answer each of these questions as the sole analysis of the case. Rather, use these questions to help guide your analysis and thinking. The heart of any case analysis is the recommendations made based upon a solid logical foundation. These questions dealing with Problem and Issue Identification and Analysis and Evaluation should be used to define and then defend recommendations made in the final Recommendations step.

**Guidelines for Analyzing Cases Problem and Issue Identification**

1. What are the *central facts of the case*? What assumptions are you making about these facts?
2. What is the *major overriding issue* in the case? What major question or issues does this case address that merits study at this point in the course? You may be asked to be the protagonist in the case, or to be an adviser to that person. Use your expertise from the text readings and other class discussions to decipher what the marketing challenge(s) need addressing. Remember, you will be given more information than may be required. Your job is to decipher what information is relevant to the problem you identify.
3. What*sub-issues*or*relatedissues*arepresentinthecasethatmeritconsideration now?

**Analysis and Evaluation**

1. Whoarethe*stakeholders*or*keyroleplayers*inthecaseand*whataretheirstakes or roles*? What challenges, threats or opportunities are posed to these stakeholders / role players?

1. What*strengths,opportunities,weaknesses,threats,tools,*doesthecompanyhave, and what is the nature and extent of these items? If you are the protagonist in the case, you’ll be required to decide what actions you would take to solve the marketing problem you have identified. If you are asked to be a consultant to that protagonist, you should provide a plan or course of specific, measurable steps that you would recommend the protagonist take to address the marketing issue(s) you have identified.
2. Ifthecaseinvolvescompanyactions,itmaybeappropriateto*evaluatewhatthe company did or did not do* in handling the marketing issue affecting it.

**Recommendations**

What recommendations do you have for this case? If a company's marketing strategies or actions are involved, should the company have acted as it did? What action should the company take now? Why? Be as specific as possible. List several options as well as the pros and cons of each alternative. Be prepared to discuss why you eliminated those options you discarded and defend your chosen alternative. You should mention and discuss any important *implementation considerations*. This is crucial because recommendations that cannot be implemented are worthless.

Your Name  
 My Name  
 Class Number & Name Date

Case Analysis – Case # and Case Title

Introduction

Only a couple of sentences from you describing what you think this case is all about are

sufficient. Remember, this is not a book report, so don’t just summarize the case in the remainder of the paper. Keep in mind, I’ve already read the case. Your job is to analyze it!

What You Think The Real Problem Is  
 In this section, you might describe what you think the central problem or overriding marketing

issue is. Each case will have more information than you will need. Your job is to select the information that you believe is most highly relevant to your issue and solution. You must focus on what you think the overriding marketing issue is – as it relates to the text readings and material covered during this module.

It’s up to you to define what you think the real marketing problem or overriding issue in the case is. Once you define the problem, the next part of the analysis could focus on what you think should have been done. Which concepts from the chapter support your assessment of the problem? Why? This section should be a substantial portion of your paper.

Your Analysis

What would you recommend that the organization do? Did the manager / employee /

organization / stakeholders / etc., do the right thing? If not, why not? What do you think they should have done? Why? What are the issues in the case that relate to the subjects and concepts that you’ve read about in the text? At the end of each case in the text, there may be some questions that you can use to help you form your analysis. Do not think that all you need to do is answer the questions in the case. On the contrary, if you do you will fail the assignment. The questions should be used to help guide your thinking. You might also want to consult the “Learning by the Case Method” handout from our first day for more suggestions. Now that you’ve analyzed the case, the next part of the report could describe what you think they should have done.

Your Recommendations

What would you recommend the manager / employee / organization / stakeholders / etc., do

now? “What should they have done”? Why? How would your solution solve or address their problem? What evidence do you have from the case and text readings that supports your recommendation? If they were to implement your recommendations, what other issues would they need to consider? If you choose this approach, please make sure that your recommendations match your analysis!! For example, if you

were to provide a host of evidence in the analysis section supporting the multiple gunmen theory regarding the assassination of JFK, and then state in your recommendation that you believe a single gunman killed JFK, your recommendation would not be in “sync” with your analysis. Finally, your last section of the write-up might include a personal reflection or conclusion about what you learned from reviewing this case.

Conclusion

What did you learn from this case? How did this case change your thinking about the central

problem or overriding issue? Are there any final conclusions you want to draw from the case? Remember that the case method and case learning is an opportunity for you to practice the aspects of problem solving that you will face in the real world of business. The only remaining portion of your paper would then be to include any works you cited.

Works Cited

Be sure to properly identify any sources other than the case that you quote in your write-up. As an

example, here’s the proper way to cite a textbook if you were to quote something from that source. Be sure you use the correct citation information, and that you don’t just copy the information below into your paper.  
 Armstrong, G., & Kotler, P (2008) Marketing: An Introduction (10th edition). New Jersey: Pearson Prentice Hall.

Kerin, R.A., Hartley, S.W., & Rudelius, W. (2015) Marketing (10th edition). New York: McGraw-Hill Education.