Session 17: Action Learning

- **Today**
  - status update

- **Meetings with teams**
  - answer any questions
  - short review of status

- **Monday, November 23, Aravind**

- **Monday, November 30, Dove Evolution**

- **Wednesday, December 2, Synthesis**
Project Steps

- √ Step 1. Select a firm.
- √ Step 2. Identify the firm’s customers.
- √ Step 3. Talk to these customers.
- Step 4. Analysis of marketing strategy and tactics.
Analysis of strategy and tactics

• **Product.**
  – Strengths, weaknesses, unmet needs. Strategic positioning.

• **Price.**
  – Value to customers & channel. Competition. Strategic issues.

• **Promotion.**

• **Place.**
  – Channel value to customer. Value to channel. Logistics.

• **General Marketing Strategy.**
  – How it all fits together.
Mechanics

• 5 pages, can be bullet point. Use headings and subheadings.

• As many exhibits as you want. At least one summarizes VOC.

• Page 1. Summary. Critical P’s, at least one recommendation.

• Pages 2-5. 4 Ps and, as relevant, 5 Cs.

• Pros and cons.

• Careful analysis, not just lists.