



Case Centre CoursePack How-To Guide

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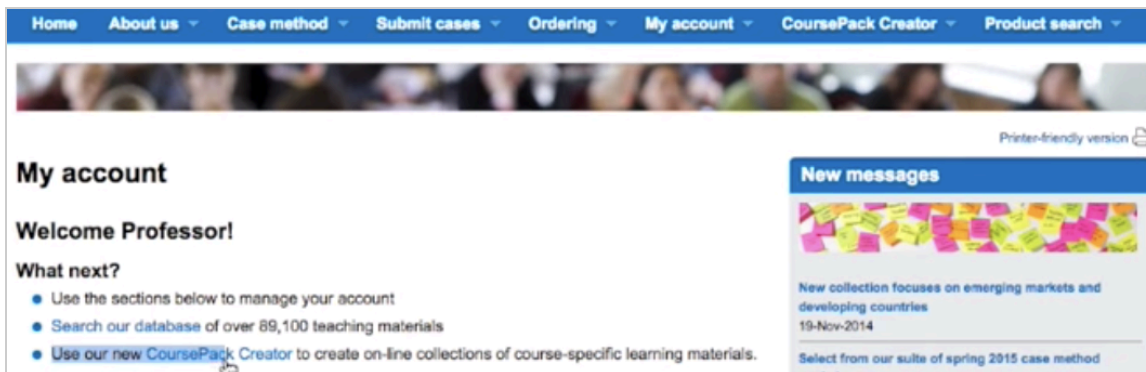
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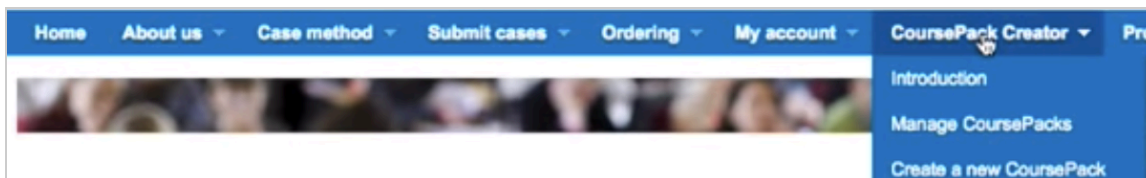
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How do I create a CoursePack?

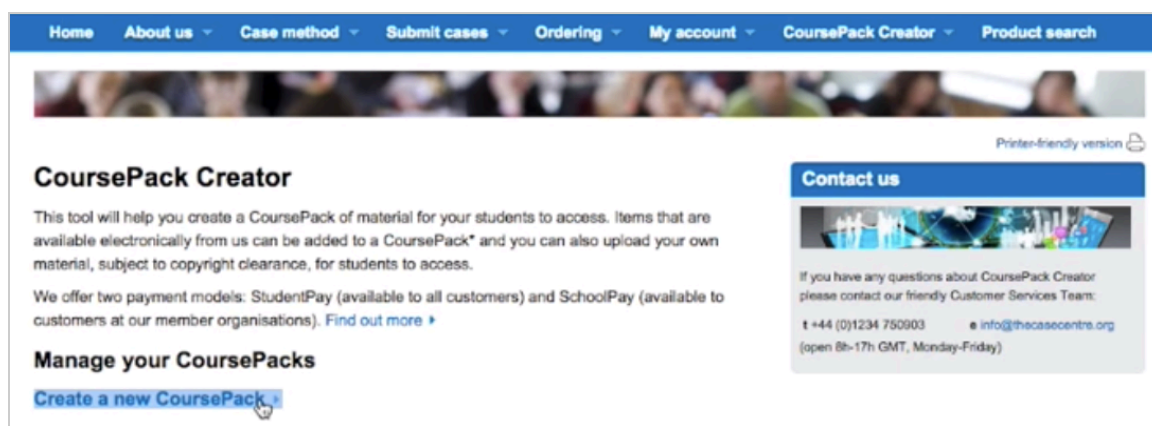
Log into [Harvard Business Publishing](#) with your given credentials, it will direct you to the “What next?” page where you will see a link to CoursePack Creator.



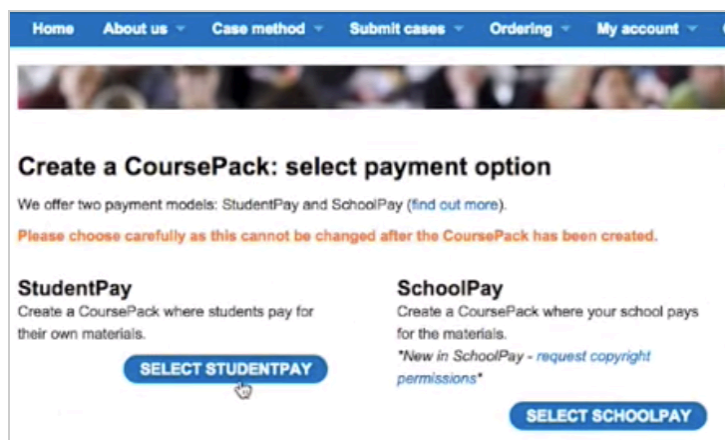
Or through the CoursePack Creator tab on the top navigation bar and selecting “Manage CoursePacks”



From here, you can create a new CoursePack. This can be done as far as 6 months before the class begins and remains active for 6 months after the class start date.



You will then be prompted to select a payment option. Choose StudentPay and as long as you are using cases included in the Undergraduate Case Teaching License, there will be no additional costs for your students to pay.



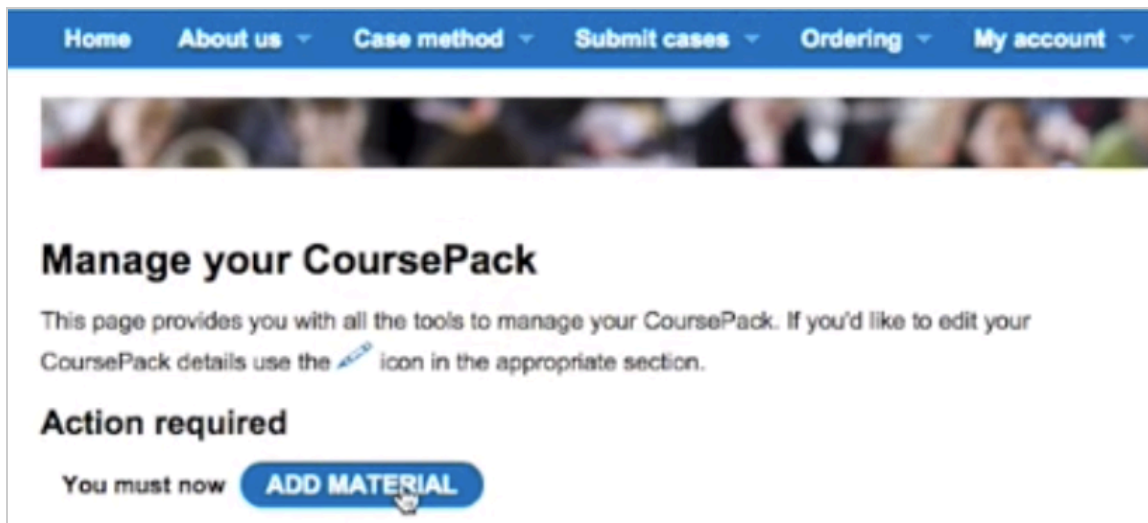
Fill in the course details, your contact details, and, if you'd like, upload a logo to personalize your CoursePack.

The image shows two side-by-side screenshots of the CoursePack creation form. The left screenshot is titled 'Create a CoursePack: course details' and contains fields for 'Course title', 'Type of course' (a dropdown menu), 'Start date', and 'End date'. A 'CONTINUE' button is at the bottom right. The right screenshot is titled 'Create a CoursePack: contact details' and contains fields for 'Course contact name', 'Contact email', 'Contact telephone no.', and 'Notes to students'. It also has a section for 'Your logo or photo' with a 'Choose File' button and a checkbox for agreeing to the terms and conditions. A 'CONTINUE' button is at the bottom right.

After accepting The Case Centre's terms and conditions and hitting continue, your CoursePack is created. Now it is time to add material.

How do I add material to my CoursePack?

Navigate to Manage your CoursePack page where you will see this screen with a blue “Add Material” button and click it.



You have four options for adding materials to your CoursePack. To search The Case Centre cases, select the first one. You may use any combination of the four options, but, for simplicity, this tutorial will only go through the first one, “Search for material from The Case Centre”.

CoursePack material

Adding material

To add material from our database to this CoursePack, or to upload your own documents, use the links below. Please note you cannot delete material once it has been purchased by students.

- [Search for material from The Case Centre](#)
- [Upload your own material](#)
- [List an item to hand out in class](#)
- [Request copyright permission](#)

Organising material

Once you've added material you can organise it in to categories - the existing category can be renamed and an you can create new ones. You can also reposition items in your list of materials, simply click and hold down on the arrow next to an item, then drag and drop it to the category and position you'd like it to be in. You can move the categories around in the same way.

Enter your search terms. On the bottom left, you will see the option for an advanced search. This will enable you to narrow your results further and search only cases included in the Undergraduate Case Teaching License.

[Home](#) [About us](#) [Case method](#) [Submit cases](#) [Finding products](#) [Ordering](#)

Add materials to your CoursePack

Use the search form below to find the materials in our database that you'd like to add to this CoursePack.

Some items can't be added to CoursePacks (eg instructor materials, DVDs), this will be indicated in your search results next to any ineligible items.

[BACK TO COURSEPACK](#)

Search for keyword(s):

in

All fields

Exact matches only:

☒ Yes ☐ No

[Show advanced search](#)

[SEARCH](#)

Your results will appear below the search bar. To the right of the case information you will see the option to “Add to CoursePack”. You will also have the ability to download an educator preview copy and any associated teaching notes located about the “Add to CoursePack” button.

3



The Role of CRM in Branding? - OPET

CASE - Reference no. BW0006

✓ Undergraduate Case Teaching Licence (demo mode)

Subject category: [Marketing](#)

[View an educator preview copy](#)

[View teaching note \(BW0006TN\)](#)

[ADD TO COURSEPACK](#)

Authors:

[Nukhet Vardar](#)

Published by:

El Izi Communications Consultancy UK Ltd (2019)

Revision date:

28-Feb-2019

Length:

19 pages

Data source:

Field research

Topics:

[CRM](#); [Data analysis](#); [Marketing](#); [International markets](#); [Emerging markets](#); [Turkey](#); [OPET](#); [Energy sector](#)

[View full details and related products](#)

No reviews

No usage



*Notice the Undergraduate Case Teaching License logo beneath the case reference number.

You will have the option to include notes about the reading for your students to view and to make the case mandatory or voluntary.

3 The Role of CRM in Branding? - OPET
CASE - Reference no. BW0006
✓ Undergraduate Case Teaching Licence (demo mode)
Subject category: Marketing
ADD TO COURSEPACK

Authors: Nukhet Vardar
Published by: El Izi Communications Consultancy UK Ltd (2019)
Revision: 20 Feb 2020
Length: 20 min
Data source: Brands Whisper
Topics: Brands, Marketing, Customer lifetime value; Customer equity

Add this item to your CoursePack

If you'd like to say something about this item to your students complete the notes field below. You can also choose whether this is a mandatory or optional item for your students to purchase.
You can edit these details later if you change your mind.

Notes to students:

Mandatory purchase:

☒ Yes
☐ No

ADD TO COURSEPACK
CLOSE

Customer lifetime value; Customer equity
View full details and related products >
No reviews View usage

Repeat this process until your CoursePack is complete.

How do I organize my CoursePack?

Navigate to the CoursePack you want to organize through the “Manage your CoursePack” tab on the blue top bar. Access your CoursePack by selecting the title under Current CoursePack.

[Home](#)
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CoursePack Creator

This tool will help you create a CoursePack of material for your students to access. Items that are available electronically from us can be added to a CoursePack* and you can also upload your own material, subject to copyright clearance, for students to access.

We offer two payment models: StudentPay (available to all customers) and SchoolPay (available to customers at our member organisations). [Find out more](#)

Copyright clearance is now available on both SchoolPay and StudentPay CoursePacks.
[Find out more](#)

Manage your CoursePacks

[Create a new CoursePack](#)

Current CoursePacks	Completed CoursePacks	Cancelled CoursePacks
Course title Example 1 New, requires material to be added		CoursePack code C-2704-377246-STU

Scroll to the bottom of the page below “Adding Material” to “Organising material”. Under this title, there are instructions to change the order and some settings.

Organising material

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- Create a new category to help organise your material

Uncategorised

- Reebok: Entering Fitness Market to Enlarge Market Share**
 CASE - Reference no. 312-169-1

Mandatory
 Delete
- Enedis - Market Maker, Not Market Taker**
 CASE - Reference no. 317-0001-1

Mandatory
 Delete
- Opportunities and Risks After Market Deregulation: The Case of Germany's Long-distance Travel Market**
 CASE - Reference no. 316-0291-1

Mandatory
 Delete
- Nestle Health Science SA: The Race to the Middle**
 CASE - Reference no. IMD-3-2215

Mandatory
 Delete
- The Art and Science of Target Setting**
 MANAGEMENT ARTICLE - Reference no. ART-1866-E

Mandatory
 Delete
- The Role of CRM in Branding? - OPET**
 CASE - Reference no. BW0006

Mandatory
 Delete

[View breakdown of costs](#)

To rename the first category, click the pen icon to the right of “Uncategorised” and enter your new category title. To add a new category, select the blue bullet underneath the instructional paragraph.

Use the arrows on the left of the case titles to click and drag and move cases within and among the category or categories.

Organising material

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- [Create a new category to help organise your material](#)

📁 Core Reading

📌 The Role of CRM in Branding? - OPET

CASE - Reference no. BW0006

 **Mandatory**  [Delete](#)

📌 Enedis - Market Maker, Not Market Taker

CASE - Reference no. 317-0001-1

 **Mandatory**  [Delete](#)

📌 Opportunities and Risks After Market Deregulation: The Case of Germany's Long-distance Travel Market

CASE - Reference no. 316-0291-1

 **Mandatory**  [Delete](#)

📁 Supplementary

📌 The Art and Science of Target Setting

MANAGEMENT ARTICLE - Reference no. ART-1866-E

 **Optional**  [Delete](#)

📌 Reebok: Entering Fitness Market to Enlarge Market Share

CASE - Reference no. 312-169-1

 **Optional**  [Delete](#)

📌 Nestle Health Science SA: The Race to the Middle

CASE - Reference no. IMD-3-2215

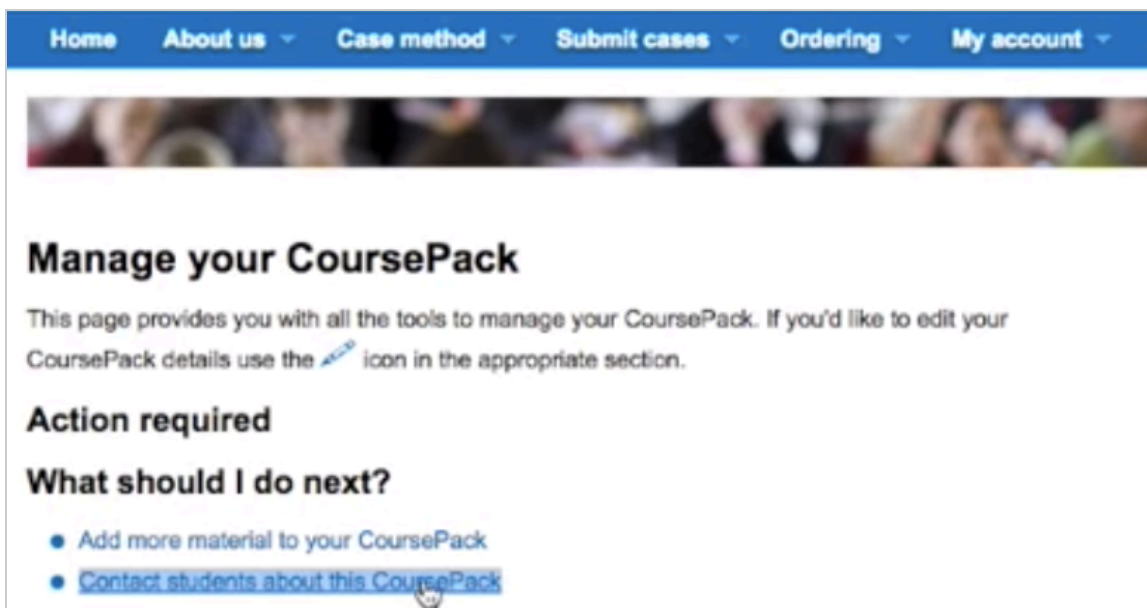
 **Optional**  [Delete](#)

How do I activate my CoursePack?

Navigate to the “Manage your CoursePack” tab on the blue top bar and select the CoursePack you want to activate. After this point, you cannot cancel or rename the CoursePack title.



Now you can share it with your students via email or a link.



How do I check my students progress?

Navigate to the “Manage your CoursePack” tab on the blue top bar and select the CoursePack you want to view. You will see a subheading “What else can I do?” and below that different options. You can view which students are registered and what material they have downloaded.

