

## CMH MBA 2 - Case Study Method for Gen C

### A change of plans....

- **06/01 + 08/01 will be online only.**
  - **Final Case Study to replace Final exam 13/01 + 16/01**
- 13/01 + 16/01 - Face to Face class - SnapTraveller presentation by Sebastien Felix

### Final Case Study -

- **Due Dates**
  - **MBA 2 A - 06/01 by 19:30**
  - **MBA 2 B - 08/01 by 19:30**
- you can do it at home, as you will need WiFi
- This is NOT group work, each person must do 1 case study
- The Final Case study viewing, reading + creating presentation will take 2 ½ to 3 hours, the same amount of time as a scheduled class
  - Timetable - it should take 2 1/2 to 3 hours
    - View interactive presentation
    - Read case study
    - Research
    - Think - analysis
    - Create presentation
  - Original work - NO copy-paste
    - You may quote - Text link to your research sources

## Case Study Details

### Outcomes:

- Understand imaginative use of integrated social media to accomplish a business objective
- Ability to apply tactics to hotel industry
- Present your case study online

### View + play

- This interactive tools to understand the [Customer decision journey](#)

### Read

- There are 3 separate case studies - *I will assign 1 to each student - will post your assigned case on Dec 27.*
  - [Case Study 1 - Cadbury](#)
  - [Case Study 2 - Alpha Rooms](#)
  - [Case Study 3 - Turkish Airlines](#)

## Research

- Digital Marketing elements referenced in the Case Study + tactics to support the key elements in the case study -
- you will need an overall view to complete your Digital Universe Map - [example](#)
- Locate + take screenshots for your presentation - these should demonstrate how the brand in the Case Study uses the various digital tactics
  - Google + page
  - Hangouts
  - YouTube Channel - Hangouts videos -
  - Website Direct Connect
  - Other digital channels used by the brand -
    - Examples - Twitter, Pinterest, Instagram etc.
  - External info comments/analysis - read at least 1 expert opinion

## Analysis

- Use the [Customer Decision Journey](#) as a framework for understanding digital touchpoints
- Create a map of the digital touchpoints as used in the assigned case
  - [Example](#)
- Was the business objective accomplished? Explain
- Your opinion - analyze effectiveness of each touchpoint - how do they support/amplify one another?
- How would you apply the digital strategy, as outlined in the case, to an independent hotel?
- What additional mobile steps could be taken to impact results?

## Create

- Online presentation - use [Slideshare](#) or [Emaze](#)
  - Homepage include
    - Your name
    - MBA 2 - A or B
    - Course Instructor - [E. Craig](#) (include the link in my name)

## Post

- Embed your presentation in your blog (embed, not text link)
- Submit the link to the Final Case Study post - [submit here](#) - Group A
- **MBA 2 B - [link to submit Final Case Study](#)**

## Tweet

- Tweet the link to your blog post - tweet by due date + 19:30
  - Use #CMHMBA2A - group A
  - Use #CMHMBA2B - group B

**Need Help? I will be online for chat or Hangout from 16:30 - 19:30 Paris time on 06/01 + 08/01 - use [eaccraig@gmail.com](mailto:eaccraig@gmail.com) to chat/Hangout.**