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 to chat/Hangout.

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