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Case Studies

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There are six case studies in this chapter. The case studies have been designed so that deeper insight is gained and developed, and to give an opportunity to evidence critical application of theory. These are mini-cases which give an overview of a marketing management and marketing communication(s) problem which has either been resolved or is being evaluated with several options open to marketing managers. In some cases, it may be that the scenario is a review of a campaign which requires you to evaluate it. You should tackle the case by underpinning the scenario with the theoretical concepts drawn from the relevant chapters in this book, and by answering the questions relative to both theory and the practice illustrated in the scenario, and also critically question the case by looking at alternative exemplars to enrich your answer. Note that most of these cases relate to more than one chapter in this book and therefore the chapter references are for guidance only.

Outline answers are available online at:

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