

# 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.**
  - Framing. Communications. Buzz & WOM. Publicity and consumer-active search.
- **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.**



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