Intro to Marketing
Disney Case Workshop
You are asked to utilize various business-press sources to answer questions about Disney’s marketing positioning and strategies.

A few sources are provided for you in the case, but you will need to find 4 additional sources to support your claims.

Your answers should be formatted as short answers to each question, not essay format.
Thoroughly read and annotate Harvard Business Review article and watch CNBC video

Answer questions briefly after first reading

Consult Willow Fuchs’s video on how to find 4 additional outside sources

Finally, use claim statements and DEA to expand on your preliminary answers
Some things to remember...

- Question 1 should be *just* your mission statement. No additional explanation required.
- Question 2 is important; spend more time on this one. You need to talk about specific, detailed strengths and evidence that it provides advantage.
- Question 3 requires proof and examples! Make sure you understand Porter’s competitive framework. Research and read about it until you do.
- For Question 6, *analyze* and be very specific.
Document should be 11-point font, Times New Roman (or like font), 1.5 inch spacing, with answers numbered

Claims/Headers
  • Stand-Alone Sense headers (SAS Headers) should be used at the beginning of each paragraph

Define Explain Apply (DEA Approach)
  • Define
  • Explain
  • Apply
In-text citations are required!

A reference list is required!

(last name of author or institution name, published year)
- One author: (Lee, 2019); (IBIS, 2019)
- Two authors: (Anderson & Hamilton, 2017)
- Three authors: (Abram, Musser, and Lee, 2020)
- More than three authors: (Morrison et al., 2019)

Willow Fuchs’s Video
- Contact her with further questions regarding citations

Purdue Owl/Pomerantz Career Center
Grading Criteria

Make insightful connections between case materials, textbook concepts, and your own conclusions

- Claims, DEA, supportive outside-source material

Be thoughtful with organization

- Both in your paragraphs and how you format answers

Use citations for paraphrased sections

- Don't use direct quotations, borrowed language
Good luck on the case!

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