

Intro to Marketing Disney Case Workshop



Outline of Assignment

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**



Recommended Approach

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*.

Formatting

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



Citations

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

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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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appointment at the Frank Center

