

Project description

An objective of this project is to propose a real case Smarketing plan which can improve understanding of target market, ultimate customer experience, bring faster/bigger ROI and more qualified leads, as well as revenue growth.

Give very short introduction about company you are writing about, as well as market position; make analysis on current sales and marketing relationship and add your proposition explained above.

Selecting a case

You are allowed to pick a case based on your interest, yet it is recommended to select a larger company as it will be easier to find sources for your analysis. Some examples could be H&M, Accenture, Apple, Nike, Dell or Uber. Feel free to select a company which is of your interest and could be a good subject to this project. If you select a single company, you apply learned theories onto it and for instance compare its specific positioning with a market within which it operates.

Some useful cases

<https://blog.elixir-solutions.net/elixir-blog/case-study-smarketing-focused-hubspot-integrations-result-in-more-bookings-at-etg>

<https://www.waremarketing.com/blog/3-cases-of-success-in-the-application-of-smarketing-in-companies.html>

<https://www.digitalmarketingdirection.com/case-studies>

Structure of the paper

Here is a recommended structure of your submission. It is recommended that the paper is 2000 to 5000 words long. Of course, what matters more is whether your arguments are concise rather than whether they fulfill word quotas.

Introduction

- Briefly introduce the case. Introduction is always crucial as you are influencing setup of readers mind prior to your argumentation.

Analysis

- Apply the theoretical models.

- Analyse where does the company/companies stand right now or what were their past moves.
- Structure this chapter using subchapters according to your needs.

Discussion

- Space for your own input. Bring your own opinions, recommendations and thinking.
- Build this section based on Smarketing plan which can improve understanding of target market, ultimate customer experience, bring faster/bigger ROI and more qualified leads, as well as revenue growth.

Reference list

- Clear list of references using Harvard or APA style.

Grading

Your work will be awarded points based on various aspects as below. At the end, the points will be summed up to a scale 0-100 based on which your grade will be determined.

Introduction (10 points)

Justification of why this is an interesting case to examine?
Is the reader introduced to sufficient extent into the issue?

Structuring and formatting of paper (10 points)

Is your work structured well, such as paragraphs building on each other?
Does your work contain clearly separated logical blocks?

Analysis - application of theory (50 points)

As described above - this is the core of your work, analysing case you picked by applying theoretical concepts learned within the course.

Your proposal (20 points)

Once you analysed the company/companies, in discussion section is space where you can bring your own opinions and argumentations on what the companies shall do.

References (10 points)

Sufficient amount and quality of sources, proper use of inline referencing and cleanness of reference list.

THANK YOU !