
MKTG 201 Marketing Management
Fall 2011

Group Case Assignment #2
Due Date: Tuesday December 27; 12:00 Noon at CASE 171

BMW Films

You are asked to write a case report (one per group) based on the guidelines presented in the course syllabus.

Your report should not exceed **6 double spaced typewritten pages** (12 points font).

You may include up to 3 pages of exhibits if you prefer so.

Below are some questions to guide your thinking. You are required to answer these questions but be aware that answering them is not sufficient for your report. You still need to write the sections (introduction or problem definition, situation analysis, evaluation of alternatives, recommendations) for a complete report. The document “Notes on the Case Method” provides detailed information on how to analyze a case, and write a report.

- What was the motivation behind the BMW Films idea? Who was the target market for the BMW Films campaign? (in Situation Analysis)
- Describe the typical North American BMW customer. (in Situation Analysis)
- How healthy is the BMW brand in North America, relative to previous years? What (if any) are the current weaknesses/challenges in the BMW brand? (in Situation Analysis)
- What are the options considered after the campaign? What do you think McDowell should do? (in Evaluation of Alternatives / Recommendations)