Bus 150 - Required Semester Project – 15th Ed

Written Chapter Case Studies

Value: 100 points (10 points for each question)

Assignment:

Throughout the semester, you will be reading information pertaining to each chapter’s topic. At the end of each chapter, there is what is known as a ‘Case’. These cases are designated with four-way arrows highlighted in blue.

From the 19 assigned chapters to read, there will be only ten (10) cases utilized for this project with one (1) question from each of the cases within the ten (10) required.

- Case 1.1 - Page 32 - Hewlett-Packard Reduces, Reuses, Recycles
  Pick 1 of the 2 questions to answer

- Case 4.1 - Page 130 - Proctor & Gamble’s New Web Strategy
  Pick 1 of the 2 questions to answer

- Case 5.1 - Page 166 - How Color is Used in Marketing
  Pick 1 of the 2 questions to answer

- Case 7.1 - Page 232 - General Motors: Revved Up in China
  Pick 1 of the 2 questions to answer

- Case 9.1 - Page 306 - Carrol’s Restaurant Group: Feeding a Hungry Public
  Pick 1 of the 2 questions to answer

- Case 10.1 - Page 336 - Microsoft Uses Partnership to Bet on Bing
  Pick 1 of the 2 questions to answer

- Case 14.1 - Page 480 - Groupon: Finding Strength in Numbers
  Pick 1 of the 2 questions to answer

- Case 15.1 - Page 523-4 - Google Wants to Dominate in Display Ads
  Pick 1 of the 2 questions to answer

- Case 16.1 - Page 561-2 - Politicians and ‘Their’ Music
  Pick 1 of the 2 questions to answer

- Case 19.1 - Page 665-6 - Holding the (Price) Line on Luxury Goods
  Pick 1 of the 2 questions to answer

Total – 10 questions

(Directions on second page)
**Requirements:**

After picking the selected question from each of the cases:

- Elaborate on your answers with enough detail to support your statements. You may want to utilize any linked Websites the text lists within the Case box for that particular company or entity.

- Using those Websites may help you enhance your critical thinking on that specific topic allowing for a more elaborate response. If you quote anyone, or use material directly from a site or book verbatim, you need to reference that source either at the bottom of the page of the work, or in a “Bibliography” at the end of your project to avoid plagiarism.

- It is important that you follow the directions below to help maximize your grade on this assignment.

- Missing questions or other issues that do not follow the procedures for this project will lower your overall score.

- Before writing your response, list the case number, and write out the question you are answering so it is clear as to what question you are answering.

- Answer each question thoroughly with a minimum of several paragraphs or more for each one.
  - Answer in sentence and paragraph form, not an outline format.

- Type your work using one of the following fonts and sizes only: “Arial” or “Times New Roman” – Size “12” and double-spaced.

- Handwritten work will not be accepted for credit.

- Upload one file into the ‘dropbox’ as a complete set of ten (10) answers rather than individual case downloads. The ‘dropbox’ link is located in several areas of the class Website including the syllabus.