

## GROUP MARKETING REPORT

### Business 2299E 2016

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1. This is a group report. Groups are to have a ***maximum of 6 students***. Groups may be made up of students from any of the four Business 2299E sections. It is the responsibility of the group members to ensure equal effort is given by each member. All group members will be given the same grade.
2. Maximum report length: **10 pages *excluding any exhibits***. All pages in the report must be formatted with a 1" margin on all sides, single sided, double-spaced, Times New Roman, 12 pt font. The report should be written in concise and complete sentences but may include bullet points.
3. Reports should include a **one** page executive summary, which will not be included in the page limit. This summary should appear at the beginning of the report, and should include a complete statement of the major issue(s) in the case and a summary of major recommendations from the report. This summary should be formatted with a 1" margin on all sides, Times New Roman, 12 pt font. The executive summary may be single-spaced.
4. The group members' names, student numbers, and section times must be clearly indicated on the front of the report. The title page will not be included in the page limit. A table of contents will not be included in the page limit.
5. There will be a penalty of **five (5) marks** (out of 100) per page deducted from the final report grade for any pages exceeding the stated page limit. If the report is not formatted according to the above guidelines, this penalty may also apply.
6. The report is **Friday, February 12 by 1:30pm. Ten marks** (out of 100) of the final report mark will be deducted for any papers submitted after this time. An additional ten marks will be deducted for each additional 24-hour period that the report is late. The weekend will count as a single 24 hr period – therefore penalty will increase to 20 marks for reports handed in after Tuesday, Feb 16 @ 1:30pm. (Family Day on Feb 15 counts as part of the weekend)
7. Reports may be submitted in class or deposited into the **green box** located outside my office - 2315L in Somerville House. Late reports only may be emailed to [dhouse@ivey.ca](mailto:dhouse@ivey.ca)
8. Plagiarism is a major academic offence (see Scholastic Academic Offence Policy in Western Academic Calendar). Students must cite any ideas or passages taken from other authors and sources. Sources should be listed at the end of the report and will not be included in the 10 page limit.

**Assignment** Case – David E. White Clothiers.

As an expert marketing consultant, perform an analysis for David White and prepare a 4P plan. You may ignore the sell option.

