**MMA 801 2021S**

**In-class Exercise - Netflix – Marketing Fundamentals?**

**In-Class Exercise Overview (May 14, 2020)**

The purpose of this assignment is to have students, in a team setting, draw conclusions about the value proposition, market position, and overall longer-term market potential of Netflix. The discussion is intended to build upon the understandings and conclusions derived from in-class exercises #1 (Disney+) and #2 (Roku).

Teams are asked to prepare a powerpoint presentation outlining their conclusions with respect to Neflix’s marketing approach, its current marketing mix, its product/service portfolio and its ability to maintain its market leader position in the face of growing competition. This exercise is supported by Netflix’s Q4 shareholder letter, financial statements, and access to its Q4 video interview with key senior managers (link: <https://www.youtube.com/watch?v=jo3e166ni2g>), as well as other external information which the team may research and incorporate into the analysis.

**Assignment Challenge and Submission Requirement**

A powerpoint presentation consisting of the following:

* Create a value proposition statement defining who Netflix is and how they are different from rivals (one slide).
* What about the value curve…what drives the actual purchase decision?
* Define what you believe is Netflix’s overall competitive advantage…do they have one? Assuming that they have one, do you consider this advantage temporal or sustainable going forward (one slide)?
* Define what you believe are any underlying weaknesses or concerns relating to their current business model (one slide).
* Is, in your opinion, Netflix well-positioned going forward? Why this conclusion (one slide)
* In reviewing the customer base model…CB = (NC + EC) – (DC), is Netflix’s strategic conclusion of maintaining its current business model, despite the rapidity of change in market dynamics, overly exposing itself in any one given area (one slide)?
* If you were to adjust Netflix’s marketing approach and its overall marketing strategy, what three specific recommendations would you make (one slide).

**Deliverable**

* Powerpoint slide presentation…maximum of 7 slides.
* Slide deck is to be uploaded to the course website assignment file folder titled “Netflix – Marketing Assessment”. One single slide deck upload per group.

**Volunteer Presentations -** Please note that one or two teams will be asked to present their conclusions (presentation) at this same class session. Teams may volunteer for this request. In the absence of any volunteer teams, the instructor will assign the presentation requirement to two of the teams.