**MARKETING**

***Professor Boichuk***

**Name:** Fill In

**Block:** Fill In

**Weight:** This section represents 20% of COMM 3020.

**Submission Format:** Email (boichuk@virginia.edu), using the following structure for the file name of your report “block-#-last-first.pdf” (e.g., “block-5-lin-lena.pdf”). “Marketing Final Exam Submission” should be the subject of your email. Do not include any additional text in your email besides the honor pledge and your full name. If you use data or conduct analyses to inform your report, you should attach this material to your email via an electronic supplement. Use the structure “block-#-last-first.xlsx” for the name of this file.

**Special Instructions:** As you see fit, you should leverage UVA library resources and content available on the internet as you prepare your recommended action plan. The case report rubric, available on Blackboard, will be used for grading purposes. Thus, your report will be assessed according to the extent to which it identifies one or two high-level problems concisely. It should put forth sound justification to explain why these problems are urgent and important issues. Top marks will be awarded to reports that highlight long-term, detrimental implications of (in)action concretely. Data-driven recommendations should substantiate your report, and the variables, methods, and provenance of the data you use to make decisions must be described clearly. The action plan you recommend should be well reasoned and should solve the problems you outline in a creative manner. Subject the alternative courses of action you identify to relevant decision criteria cogently for this purpose; then, fully discuss what 1-800-Flowers CEO Chris McCann and his team need to do to succeed as they pursue your recommended course of action. Make sure you cover all relevant aspects of the marketing mix that pertain to your solution. Specify how success should be defined and offer McCann’s team goals to help them understand what to expect. Last, make sure you adhere to the expectations set in Communication at all times.

**Word/Length Limit:** 1,000 words (not inclusive of footnotes, references, tables, or figures).

*On my honor, I pledge that I have neither given nor received help on this examination. I worked alone on all aspects of it and the analysis I present is my own.*

**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Time & Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Use this page as a cover sheet. Do not include any responses on this page.*

**Marketing Case**

According to Mancuso (1978), business names should:

1. Describe what businesses make or sell and what they do better than other businesses.
2. Be distinctive, easily identifiable, and memorable.
3. Be aesthetically and graphically appealing.
4. Allow for future expansion.

With an eye toward growth and aware of these principles, 1-800-Flowers.com CEO Chris McCann and his team are planning to meet to consider whether they should rename 1-800-Flowers.com.

In preparation for this meeting, produce a report to outline how McCann and his team should go about making this decision.

If your analysis suggests that a name change would be wise, what should 1-800-Flowers.com’s new name be, and why? For justification purposes, evaluate your new name’s merit relative to 1-800-Flowers.com as a name and one additional candidate name. Further, explain how McCann and his team should execute the transition from 1-800-Flowers.com to your suggestion by way of a detailed action plan. For a recent example, consider how Dunkin’ Donuts chose to [announce](https://news.dunkindonuts.com/news/releases-20180925) that it will be dropping Donuts from its name beginning January 2019.

Even if your analysis suggests that a name change would be unwise, still determine two candidates for a new name and demonstrate that 1-800-Flowers.com is better than these options to satisfy team members who may think that a name change is necessary. Further, specify what McCann and his team should do to better leverage the name 1-800-Flowers.com going forward.

Mancuso’s (1978) recommendations date back to around the time 1-800-356-9377 was first used to sell flowers in Louisiana (see [here](https://en.wikipedia.org/wiki/1-800-Flowers)). Is it time for a revamp of the brand?

**Reference**

Mancuso, Joseph R. (1978), “How to Name–and Not Name–a Business,” *Harvard Business Review*, 56 (6), 20–26.