

# MKTG 579: Case Study Development Lab: Strategic Storytelling in Business

Channeling creativity and real business challenges into powerful case studies.

In this hands-on lab, you'll partner with Seattle-area companies provided by the Consulting Business and Development Center (CBDC) to investigate live managerial dilemmas and transform them into quality case studies.

Along the way, you'll sharpen your skills in:

**Strategic Storytelling** — frame complex business problems as compelling narratives.

**Problem Solving** — identify decision points and weigh trade-offs in ambiguous situations.

**Managerial Communication** — translate messy, real-world issues into clear, teachable insights.

**Client Engagement** — build relationships with business leaders and practice stakeholder interviewing.

## TIMING DETAILS

### In-person Case Study Labs:

Thursdays 6-8:50PM

1/8/26, 1/15/26, 1/22/26

### Applied Fieldwork with Local Businesses:

1/26-3/4/26

### In-person Showcase Labs:

Thursdays 6-8:00PM

3/5/26, 3/12/26

## WHY TAKE THIS COURSE?

- Create a portfolio-ready case study you can showcase in recruiting
- Gain consulting-style experience tackling organizational challenges
- Develop a creative skill set that leaders use every day: diagnosing problems, crafting stories, and guiding decisions