**Guidelines**

The main purpose of this assignment is to provide a practical outlook of the issues or problems that can arise from the marketing strategies used by consumer goods and service companies.

The [BAB235 course guide](http://seneca.libguides.com/BAB235) has the cases, assignments, templates and other information to help you analyze cases.

You will be assigned a case about a consumer goods/service company from the list of cases on the BAB235 course guide under the tab called **BAB235 Case Analysis Assignment**.

Here are the sections to this assignment.

1. **Case Analysis Template**
2. Read the case you are assigned.
3. Review the case analysis PowerPoint posted on Blackboard.
4. Use the **case analysis template** on the course guide under the tab called Case Analysis Template to analyze the case.
5. Ensure you fill out the six sections of the template:

**Identification of Problem(s), Decision Criteria, Analysis, Alternatives, Decision(s)/Recommendations and Implementation.**

1. **Questions**

Answer the questions at the end of the case on a separate page.

1. **Works Cited**

Your references should be on a separate page called Works Cited.

To review the MLA rules go to the tab called Citing and use the MLA Citation Guide.

**Requirements**

1. Go to the [BAB235 course guide](http://seneca.libguides.com/BAB235) for the cases, assignments, templates and other information to help you analyze cases. The case and questions is also posted on the assignment section of blackboard.
2. Your write-up should not be more than three pages long. (excluding the Works Cited page)
3. This assignment is worth 10% of your final grade and will be graded following the case analysis rubric.
4. Familiarize yourself with the Seneca College [Academic Honesty Policy](http://www.senecac.on.ca/academic-policy/acpol-09.html).