

23E99906 - Capstone course
Marketing
Spring 2022

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Agenda

- Practicalities
 - Learning objectives
 - Requirements & Evaluation – Schedule
- Briefing of the final project
 - Briefing of topic presentations
 - Rough guidelines on the structure of the Capstone Case study report
- Group formation
- How to write/make a case?

Learning Outcomes

- After the course the student
 - Will have a concise and updated overview on the core knowledge of marketing
 - Be able to apply the knowledge by identifying, analyzing and solving a real-life business problem, and improve his/her team-working skills
 - Presentation skills
 - Negotiation skills
 - Project management skills
 - Self-awareness of what he/she has learned and skills and competencies he/she possesses facilitating his/her entering to the work life
- In brief, the course creates “closure”, ensuring that learning goals of the Aalto MSc degree/program(s) have been fulfilled.

Content

- **The students (in teams of 3) select a core topic in the area marketing, and update and share their knowledge on the topic with their peers.**
- **Thereafter, the teams identify and get access to real-life case firms and negotiate & agree on a problem-solving project (e.g., objectives, scope) with the firms.**
- **The end-results of the project are**
 - **presentation for the firm representatives on how the problem is/could be solved, and**
 - **a case study report resembling a Harvard Business School style case study**

Workload

- Individual assignments: 4h
 - Two-page reflection paper on the project
 - Peer-to-peer evaluation
- Weekly meetings: 28h
- Project/team work: 128h
 - reading the literature on the selected topic
 - preparing the team presentation on the selected topic
 - case access
 - development/problem solving task for the case firm
 - preparing the team presentation on the suggested solution
 - writing up the an academically informed case
- Total 160 hours

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- Project outcome 1: Final presentation 40p
 - Project outcome 2: Case study report 40p
 - Individual two-page reflection paper on the project 10p
 - Project contribution
 - (peer-evaluation, rubric in MyCourses, coming soon) 10p
- Total: 100p

The course is graded on a scale of 1-5.

A passing grade requires completion of all assignments and participation in the classroom.

Schedule

Session	Date	Time	Contact session	Description
1	11.3.2022	13:15 - 16:00	Kick-off - T004	Introduction to the course and team building <ul style="list-style-type: none"> • Key theoretical and practical themes in marketing • Choosing a company • Identifying a marketing challenge • Forming groups
-	31.3.2022	-	No contact session	Deadline for groups to report on their company and case. Submit to MyCourses a few bullet points in a document identifying the company you have selected and the case definition, that is, what challenge or problem you are trying to solve? See MyCourses return folder.
2	20.4.2022	16:15 - 20:00	Group case presentations - T004	Topic presentations (companies & case problem definitions, methodological approaches, project schedule)
3	27.4.2022	16:15 - 20:00	Workshop and supervision – T004	Group workshop (themes: applying theory, planning your data collection)
4	04.5.2022	16:15 - 20:00	Workshop and supervision – T004	Group workshop - (themes: status of data collection and analysis, initial solutions for the firm)
5	11.5.2022	16:15 - 20:00	Group case presentations – T004	Work-in-progress presentations
6	18.5.2022	16:15 - 20:00	Final presentations – T004	Case presentations
7	25.5.2022	16:15 - 20:00	Final presentations – T004	Case presentations

All submissions are public

- If you have a topic that contains confidential or secret material, you need to write that to the cover of the presentation and report
- All presentations and reports without explicit statement in the cover, are considered as public and can be used by Aalto staff
- For example, submissions can be used in teaching or as examples of student work when improving Aalto- company relations

Report structure

Rough guidelines on the structure of the Capstone Case study report

Company background (1 page)

- history, key segments, products/services, main competitors
- competitive advantage

Description of the problem (analytical approach) + the objective of the project (2 pages)

Methodology (1 page)

- description of your ‘methods’; e.g., collaboration, interviews, research reports

Analysis and Results (4 pages)

- uses academic and/or theoretical reasoning to explain and justify analysis

Conclusions and managerial recommendations (1 page)

- a description of concrete activities for solving the managerial problem

Back-link to theory (1 page)

- reflection between results and models/frameworks

References and data sources

- Executive Summary as Appendix (can be done in Finnish if the client prefers so)
- NOTE: If/when your fieldwork and problem-solving project work generates a lot of valuable content, which cannot be squeezed into the four-page Analysis/Results section, you can add such content as Appendices.

Final project 1/6

- A group effort, 3 (or more) students per group
- The project is done for a real-life firm or organization
- The project focuses on a selected core topic in the field of marketing
- The aim is to help the firm to solve a real-life problem by utilizing –
 - Academic articles, research reports, etc.
 - Field-work/data
 - Your own problem-solving capability and creativity

Final project 2/6: Case access

- You need to find a partner/case firm/organization, “sell” the idea of project/collaboration for them, and agree on the objective and the scope of the project
- Note that the workload per student is 128 hours → collectively the project should occupy your group for 384 hours so don’t make it shallow (yet, don’t overpromise either).

Final project 3/6

- The primary stakeholders of this project – client (i.e. the firm/organization)
- Project team
- Advisor

Final project 4/6

General stages of project

- **Project initiation**
 - Group formation and getting to know each other
 - Selection of a project manager (sharing responsibilities)
 - Contacting partner firms/organizations and *selling* the idea
- **Project planning**
 - Negotiating and agreeing the objective and the scope of the project together with the firm/organization
 - Breaking down + scheduling the tasks/activities into sub-activities
 - Incl. brief description of the case firm and managerial problem, objective, tasks, schedule and budget/time allocation
- **Project execution**
 - Dividing the tasks/activities among team-members
- **Project monitoring & control**
 - Tracking progress
 - Making adjustments
- **Project closure**
 - Project presentation
 - Case study report
 - Evaluation/peer review

See: Kerzner, H. (2013). Project Management: A systems approach to planning, scheduling, and controlling.

Final project 5/6

Expected outcome I: A project presentation and group supervisions

- 20 minutes/group + 10 min Q&A
 - See the example presentation rubric in MyCourses
- Workshop seminars (see the syllabus)

Final project 6/6

Expected outcome 2: A case study report

- The case study report *needs* to resemble a Harvard Business School style case study, which
 - has a clear theme within the domain of marketing
 - Introduces (briefly) the case firm (history, key segments, products/services, main competitors and competitive advantage)
 - a problem solving structure with a pre-problem setup and a post-problem solution
 - uses academic and/or theoretical reasoning to explain and justify analysis
 - a description of concrete activities in solving the case, and
 - implications for generalizing the finding for learning purposes
 - Includes also an Executive Summary as Appendix I (1 page)
- Overall length approximately 10 pages + appendices
- Layout specs: margins 2,5; Times New Roman 12pt; 1.5 spacing

Group formation

Group formation

Group formation

- Three (or more) students per group
- Based on joint interests on the topics (next slide)
- Inform your group members or if you have been unable to find a group to me aspa.

Suggestions for topics, pt.1

- New Product Launch/Commercialization
- Service Business
- B2C marketing/consumer behavior
- Managing Networks and Alliances
- Organizational Buying Behavior (OBB)
- Customer Relationship Management (CRM)
- Key Account Management/Sales

Suggestions for topics, pt.1

- Brand Management
- Marketing Communications
- Digital Marketing
- Distribution Strategy
- E-commerce
- Sustainable Marketing
- Retail Marketing
- Market Entry Strategy
- Business Model Transformation
- Own suggestions

Q&A!