



## MBA 700 Case Analysis Rubric

Hoover's Industry Index (n.d.) describes aspects the TV broadcast and cable networks industry. This industry has seen acquisitions after federal restrictions were lifted, allowing for more cross-ownership of businesses among the different media (Hoover's Industry Index, n.d.).

In fact, in 2013, Comcast completed its purchase of media conglomerate NBCUniversal from GE and strengthened its presence in the industry. Hoover's Industry Index (n.d.) described this industry opportunity as follows: "A variety of digital platforms provides the TV broadcasting industry with new distribution channels and revenue sources."

Select one of these top U.S. companies competing in this industry, listed below, and complete a more in-depth analysis of its strategy (if you see your chosen company for the final project on this list, do not choose it; select a new company to research for this assignment).

1. Once you have selected one of these companies, focus your analysis on Module Five topics to discuss how that company has strengthened its generic strategy through complementary strategic moves in this industry. In your analysis of its strategic moves, examine the timing of these moves.
2. Then, discuss this company's strategies for competing in international markets. How does the company enter foreign markets, compete internationally, and leverage any operations internationally? Use topics from Module Six in your analysis. Can you recommend any additional strategies for international markets?

Include 6 to 8 double-spaced pages for your analysis.

Company	Sales	Employees	Location
General Electric Company	147,359.00M	305,000	Fairfield, CT
Comcast Corporation	62,570.00M	129,000	Philadelphia, PA
The Walt Disney Company	42,278.00M	166,000	Burbank, CA
News Corporation	33,706.00M	48,000	New York, NY
Time Warner Inc.	28,729.00M	34,000	New York, NY
NBCUniversal Media, LLC	19,200.00M	30,000	New York, NY
CBS Corporation	14,089.00M	20,930	New York, NY
Viacom Inc.	13,887.00M	9,880	New York, NY
DISH DBS CORPORATION	13,151.60M	3	Englewood, CO
Liberty Interactive Corporation	10,054.00M	22,000	Englewood, CO

(Hoover's Industry Index, n.d.)

Reference: Hoover's Industry Index. (n.d.). TV broadcast and cable networks. Retrieved from <http://subscriber.hoovers.com.ezproxy.snhu.edu/H/industry360/companiesList.html?industryId=1470>

**Requirements of submission:** This assignment must follow these formatting guidelines: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. Page length requirements: 6–8 pages.

**Instructor Feedback:** This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Main Elements</b>	Includes all of the main elements and requirements and cites multiple examples to illustrate each element	Includes most of the main elements and requirements and cites many examples to illustrate each element	Includes some of the main elements and requirements	Does not include any of the main elements and requirements	25
<b>Inquiry and Analysis</b>	Provides in-depth analysis that demonstrates complete understanding of multiple concepts	Provides in-depth analysis that demonstrates complete understanding of some concepts	Provides in-depth analysis that demonstrates complete understanding of minimal concepts	Does not provide in-depth analysis	20
<b>Integration and Application</b>	All of the course concepts are correctly applied	Most of the course concepts are correctly applied	Some of the course concepts are correctly applied	Does not correctly apply any of the course concepts	10
<b>Critical Thinking</b>	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions, but does not defend with evidence	Does not draw logical conclusions	20
<b>Research</b>	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	15
<b>Writing (Mechanics/ Citations)</b>	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
					<b>Total</b> <b>100%</b>