

Assignment | Unit 2



“Smokey Bones & Fire Grill” Case Study

This case study illustrates how a declining brand utilizes a new advertising agency to increase traffic and sales by implementing a new positioning strategy.

Directions

1. Read the “Smokey Bones & Fire Grill” case study on page 673 of your textbook.
2. Use the already APA formatted template in Doc Sharing titled Unit2AssignmentTemplateSmokeyBonesCase.docx as your starting point for this assignment. Download the template and save it as your own document, for example, YourNameUnit2GB531.docx.
3. Write a 4-6 page paper (not including title and reference pages).
4. Write your paper using third person perspective (do not use “I”, “me”, “my”, “you”, or “we” as these are first and second person perspectives).
5. Additional directions related to this Unit 2 Assignment are included in the Doc Sharing template.
6. Use no more than one referenced sentence per paragraph and use one reference no more than three times. Apply and cite relevant information, using APA formatting for both in-text citations and entries on the reference page, 1) from our textbook, and 2) from at least one article acquired from searching the Kaplan library. No internet references are accepted for this Unit 2 Assignment.
7. Apply the following format to analyze the case:
 - a. **Identification of the Issues/Opportunities**
 - i. Identify the major opportunity/problem faced in this case.
 - ii. Identify the major decisions that need to be made.
 - b. **External Analysis**
 - i. Evaluate factors outside the organization that should be taken into consideration when making a decision.
 - c. **Internal Analysis**
 - i. Evaluate factors inside of the organization that should be taken into consideration when making a decision.
 - d. **Alternatives**
 - i. Recommend possible alternatives to take advantage of the opportunities or solve the problems identified.
 - ii. Evaluate the strengths and weaknesses of each alternative.
 - e. **Decisions and Implementation**
 - i. Propose a solution to the problem.

- ii. Defend your proposed solution by citing information from the case and textbook; include other knowledge that you have gained from your experience or research; be as specific as possible.
 - iii. Explain how and when you will implement your decision.
8. Include a conclusion summarizing the paper's content without introducing any new information.
 9. Proofread your paper, confirm correct APA formatting, run spell check and grammar check and proofread again.
 10. Submit your completed paper into the Unit 2 Assignment Dropbox.

Unit 2 Assignment: 75 possible points

The purpose of this Assignment: to demonstrate a graduate level understanding of how a declining brand utilized a new advertising agency to increase traffic and sales by implementing a new positioning strategy.

Unit 2 Assignment Grading Criteria	Possible Points	Points Received
Wrote an APA formatted 4-6 page paper plus title page and references page using third person perspective.	5	
Identified issues, opportunities, and major decisions that need to be made.	10	
Conducted an internal analysis.	5	
Conducted an external analysis.	5	
Recommended alternatives.	5	
Evaluated strengths and weaknesses of each alternative.	5	
Proposed and defended your choice of a solution based upon the recommended alternatives; this solution exhibited clarity of expression logic, outcome logic and persuasiveness.	10	
Described how and when the solution can be implemented.	5	

Applied and cited at least two references (from textbook and Kaplan Library article) using APA formatted in-text citations and reference page entries. No internet sources are accepted for this Assignment.	10	
Content demonstrated original thought and exhibited appropriate judgments, conclusions and assessment based on evaluation and synthesis of information. 80% -85% of the paper's content was written in the student's own words.	10	
The content used good composition, grammar, punctuation, capitalization and spelling and included a conclusion summarizing the paper without introducing any new information.	5	
Total Possible Points	75	