3 Steps to Proof a Case. Prepare a six page paper (four pages of text plus cover and reference page) paraphrasing (e.g. using your own words) with no quotes or outside information that is double spaced, 12-point font, with 1” margins on all sides. Write in the second person avoiding “I” or “we” statements. Use 1-8 as subtitles, which follow:

Cover page

1. Case Recap
2. Problem Identification
3. Identify the root problem components
4. Marketing Mix (discuss 5 P’s – product, price, place, promotion, and people)
5. Social Media: Analyze the current social media plan
6. SWOT (Note: Identify four strengths, four weaknesses, four opportunities, four threats)
7. Sound alternatives/Measurements (Note: propose at least two possibilities)
8. Recommendations (Note: fully justify your recommendations)

Reference page - include your textbook and two outside solid, dependable references, which can pertain to the company or the marketing situation.