

# Marketing case study template

## 1. Introduction

The first section of your marketing case study should be an introduction. In this section, you will want to provide a brief overview of the company or product that you are studying. You should also include a brief description of the problem that you will be addressing in the case study.

## 2. Background Information

In the second section of your marketing case study, you will want to provide background information on the company or product. This may include information on the history of the company, the founding team, the products or services offered, and the target market. This section should also include information on the current marketing strategy being used by the company.

## 3. The Problem

The third section of your marketing case study should focus on the problem that you are addressing. In this section, you will want to clearly identify the problem and explain why it is a problem for the company. You should also provide data or other evidence to support your claim that this is a problem.

## 4. The Solution

In the fourth section of your marketing case study, you will want to propose a solution to the problem that you have identified. This solution should be based on best practices in marketing and should be tailored to the specific company or product that you are studying. You should also explain how you plan to implement this solution and what results you expect to achieve.

## 5. Conclusion

The fifth and final section of your marketing case study should be a conclusion. In this section, you will want to summarize the main points of your case study and explain how the solution that you proposed has helped to solve the problem. You should also include any lessons learned or recommendations for future action.