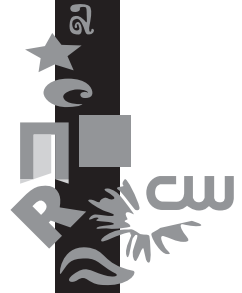


Part I

Introduction



The opening section of this book sets the stage for using the case method to facilitate student learning and establishes the general context for the more specific discussion of integrated brand promotion (IBP) mix strategies and tools to come in later chapters in the book. Chapter 1 introduces the case method and some of the basic ground rules for using this method of learning effectively. The chapter also presents a decision-making framework that is useful in analyzing IBP management problems and opportunities. This framework provides a standard structure for organizing student thinking about and analyses of all the cases presented in the book.

Chapter 2 focuses on the development and delivery of effective presentations. Conducting a brilliant analysis of a case is not enough. The analysis must be presented in a clear, persuasive manner to others whose approval or agreement is sought. The purpose of the chapter is to provide students with guidelines for constructing and delivering their analyses to the class. The valuable experience each student gains in planning, delivering and observing case presentations should be an integral part of each student's course takeaways.

Chapter 3 provides an overview discussion of the general context and environment of IBP management decision making. All decisions regarding the proper combination of IBP mix elements plus the strategic utilization and coordination of mix components must be adjusted in light of the competitive market environment facing the brand.