

## Teaching Notes

### For a Case Study:

#### Sales crisis:

#### How to connect with existing and prospect customers?

#### (Area 3: The marketing communication process required to manage brand and dealership image, and make effective use of new media)

*Joanna Pietrzak, jo.pietrzak@gnu.univ.gda.pl*

*Marcin Skurczyński, marcin.skurczynski@gmail.com*

*University of Gdańsk*



### Aim

This case study aims at the assessment of possible communication means to communicate with market environment. Participants will know advantages and disadvantages of different media available and be able to choose proper communication means to different objectives. The case study is dedicated to courses in marketing, sales or marketing communication of business programs.

### Area

The case study covers problems related to marketing communications management, media-mix development, with focus on new media and its efficiency in business usage. It expects the understanding of marketing concept and different marketing tools, such as targeting, positioning, and market segmentation. Students should also understand the communication process.

### Short Summary

Confronting diminishing sales, dealership's personnel debates on possible changes in marketing communications and its support for sales process. Different options are discussed, from different perspectives, depending on business area within dealership and different approaches to innovation. The students are asked to provide communications plan that would support sales of the company, using new media to generate leads and enhance brand image.

## Discussion points

- What examples of automotive dealers using new-media you can point? How are new media being used?
- What are the main differences between blogs, microblogs and Facebook fanpages? What are the advantages and disadvantages of each tool?
- How employees from different teams can support new-media communications?
- What promotional arguments could they use to promote “Chevrolet Moto Center”?
- What measurable objectives could be set for new media?
- What groups could be targeted by social networks, microblogs and other internet services?
- What information should be provided via new media?
- How the information should vary depending on the media used?
- Are there any other internet tools that could be used to ensure visibility of “Chevrolet Moto Center”?
- How different new-media tools should interact in a media-mix to support sales and brand management?

## Target audience

Problems illustrated in the case study are viable for all personnel levels. Different approaches can be identified depending on the participant group level. Trainer should carefully identify that level and proceed accordingly. Target audience for teaching: The case study is dedicated to courses of marketing, sales or marketing communication within business courses/programs.

Target audience for training:

- Students of business courses/programs
- Dealership owners
- General managers
- Dealer’s personnel at different levels

## Teaching outline

The case study can be used in two variants, depending on the course objective.

Variant 1 (90 minutes):

1. Introduction	0 – 5 minutes
2. Presentation of integrated marketing communication concept	5 – 25 minutes
3. Reading the case study	25 – 50 minutes
4. Work in groups and discussion after each problem/block	50 – 80 minutes
5. Feedback	80 – 90 minutes

Variant 2 (2 x 90 minutes):

1. Introduction	0 – 5 minutes
2. Presentation of integrated marketing communication concept	5 – 25 minutes
3. Reading the case study	25 – 50 minutes
4. Work in groups and discussion after each problem/block	50 – 80 minutes
5. Presentation of the integrated communication brief basics	80 – 100 minutes
6. Video presentation	100 –115 minutes
7. Group work on communication briefs	115 – 150 minutes
8. Brief presentations	150 – 170 minutes
9. Feedback	170 –180 minutes

**Supporting material and literature**

[1] Gabbatt, A. (2013), Ford giving away Fiesta models to bloggers in bid for social feedback, Retrieved from: <http://www.theguardian.com/business/2013/feb/19/ford-fieta-social-media-feedback>

[2] Graham, J., (2011), Car dealers use social media to drive traffic, USA Today. 08/10/2011

[3] Jingwen, H., (2011), For car dealers, Facebook draws fans, but not sales, Philadelphia Inquirer, 08/02/2011

[4] LaReau, J., (2014), Self-promotion, social media help sell cars, Automotive News. 8/4/2014, Vol. 88 Issue 6632

[5] My Car, My Way. Cars Online 12/13, Capgemini, 2013

[6] Pauwels, K., Silva-Risso, J., Srinivasan, S., Hanssens, D. (2004), New Products, Sales Promotions and Firm Value The Case of the Automobile Industry, Journal of Marketing, vol. 68, October 2012

[7] Turi, A.M., Smith K.H., Kemp E. (2013), Developing Affective Brand Commitment through Social Media, Journal of Electronic Commerce Research, vol. 14, no. 3.

**Note: Contact authors for more information about case study**