

## **Assignment 2: Competitive Advantage**

### **Scenario:**

You are a new marketing associate working for a growing Hollywood movie production company named Movie Insights, Inc. Your marketing manager is working on a quarterly update to the marketing plan for the company. The marketing manager assigns you the task of researching the success of the Disney Company under the direction of Chief Executive Officer (CEO) Bob Iger during the years 2006–2012. You have 7 days to conduct your research and report your findings.

### **Directions for completing this assignment:**

Before beginning this Assignment, make sure to review the Learning Activities pertaining to the target market and marketing mix which will help you to be more successful in completing this Assignment.

Write a 2-page, business memo answering the following questions. For assistance with your Assignment, please use your textbook and library research resources. The directions for you to execute this task are as follows:

1. Read “Disney®: The Happiest Place on Earth” case study
2. Learn how to write a Business Memo by downloading the short explanation on the document icon and looking at the business memo example in Course Documents.
3. Use APA format and citation style to avoid plagiarism (See Course Documents). Include in-text citations and a References page. Use a minimum of two References resources, including your textbook.
4. Select a Disney franchise mentioned in the case study.
5. In your business memo, summarize the following marketing strategy components of your selected Disney franchise by addressing the following items:

### **Checklist:**

- Summarize the marketing strategy for one of Disney’s franchises mentioned in the case study during the years 2006–2012.
- Describe the target marketing strategy used.
- Describe the components of the marketing mix.

### **Directions for Submitting this Assignment:**

Review the grading rubric below before beginning this activity.  
 Compose your Assignment as a Microsoft Word document and save it as (Example: TAllen-MT219 Assignment-Unit 2.docx). Submit your file to the Unit 2 Assignment Dropbox before the end of the unit.

<b>Unit 2 Assignment: <i>Competitive Advantage</i></b>	<b>Percent possible</b>	<b>Points possible</b>	<b>Points Earned</b>	<b>Comments</b>
<b>Content per Checklists</b>	<b>100%</b>	50		
Answer provides complete information demonstrating analysis and critical thinking in response to the following Checklist items:	80%			
Summarize the marketing strategy for one of Disney's franchises mentioned in the case study during the years 2006–2012.				
<ul style="list-style-type: none"> <li>Describe the target marketing strategy used.</li> </ul>		20		
<ul style="list-style-type: none"> <li>Describe the components of the marketing mix.</li> </ul>		20		
<b>Subtotal:</b>	80%	40		
Provides a 2-page business memo using correct grammar, spelling, and APA format and citation style. Includes a minimum of 2 references including the textbook.	20%	10		
	<b>Percent</b>	<b>Total Points possible</b>		
<b>Your Assignment Score:</b>	100%	50		