

***Dissertation Seminar***  
**CASES ON MARKETING STRATEGIES**

*Academic Year:* **2017/2018**

*Semester:* **2nd**

*Instructor(s):* **Pedro Celeste**

*Max. Number of Students:* **9**

*Seminar Description:*

Cases on Marketing Strategies is a combination of workshops that provide an overview on Strategic Marketing and Teaching Cases.

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*Seminar Content:*

This workshop comprises a mix of group and individual compulsory sessions. Throughout the sessions, students will be asked to present their current work and to read and comment the work from others. In each session, students will be given a list of assignments that need to be fulfilled until the next session. Attendance is compulsory in EVERY session.

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*Seminar Objectives:*

This workshop aims to help students doing research and writing their master thesis around marketing strategy cases .

Each student needs to choose a company (restrictions apply) that has faced an interesting marketing problem and will develop all his work around this company.

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*Bibliography / Recommended Textbook(s) / Additional Readings:*

**Recommended Textbook:**

- Ellet, William (2009), The CaseStudy Handbook, Harvard Business Press
- Fisher, Colin (2007), *Researching and Writing a Dissertation for Business Students*, UK: Prentice Hall (second edition).



**Additional readings:**

- Corey, E. Raymond (1998), *Writing Case and Teaching Notes*, HBSP 9-399-077
- Linder, Jane (1994), *Writing Cases: Tips and Pointers*, HBSP 9-391-026
- Roberts, Michael (2001), *Developing a Teaching Case*, HBSP 9-901-055
- Shapiro, Benson (1986), *Hints for Case Writing*, HBSP 9-587-052

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Contact(s) and Office Hours:

by appointment ([pceleste@pca.mail.pt](mailto:pceleste@pca.mail.pt)); by skype - pedroceleste

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Schedule:

- **SESSION #1 (Group meeting, 7<sup>th</sup> February 3.30pm-6.30pm)**
  - Introduction to the "Writing Marketing Case Studies" topic.
  - Knowing students interests
  - How to choose a topic and company of interest.
  - How to write a brief research proposal and collect data
  - How to write a case-study
  - **Introduction to ASSIGNMENT 1-**"Choosing a company- brief research proposal" (**delivery date: 18<sup>th</sup> February [time:2 weeks]**)
- **SESSION #2 (Group meeting, 20<sup>st</sup> February 2.00pm - 5.00pm)**
  - Research proposals' presentations - Why is it relevant? (assignment1)
  - How to do a literature review
  - Searching for academic articles
  - **Introduction to ASSIGNMENT 2- Case study writing up –first draft" (delivery date: 16<sup>th</sup> March [time:4 weeks])**
- **SESSION #3 (Individual meeting, 19<sup>th</sup> March 2.00pm - 5.00pm)**
  - Literature Review – discussion with instructor
  - Draft Case Study
  - Instructor's feedback
  - **Introduction to ASSIGNMENT 3: Writing up-second version (delivery date: 6<sup>th</sup> April - [time 3 weeks])**
- **SESSION #4 (Individual meeting, 10<sup>th</sup> April 2.00 pm- 5.00 pm)**
  - Second Version Case Study
  - How to develop Teaching notes materials



- Teaching Notes (first draft) discussion with peer review feedback
- **Introduction to ASSIGNMENT 4:** Preparation of case-study final version (delivery date: 29th April [time: 3 weeks])
  
- **SESSION #5 (Individual meeting, 7<sup>th</sup> May 2.00 pm- 5.00pm)**
  - Final version discussion
  - Final thesis components (abstract, introduction, conclusion chapter)
  - **Introduction to ASSIGNMENT 5:** Thesis final version (delivery date: 30th April)

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Deadlines:

The full list of dates and deadlines can be consulted [here](#).