



BUSINESS
CASE
CLASS THREE



An aerial photograph of New York City at sunset. The sky is a mix of soft orange, pink, and light blue. The city's dense skyline is visible, with numerous skyscrapers. The Chrysler Building is prominent in the center. To the right, the Hudson River and the George Washington Bridge are visible. The text "TOPIC FOR TODAY: MARKETING" is overlaid in the center in a bold, black, sans-serif font.

TOPIC FOR TODAY: MARKETING

An aerial photograph of New York City at sunset, showing a dense skyline of skyscrapers. The sky is a mix of orange, yellow, and light blue. The Hudson River is visible on the right side of the image. The text is overlaid in the center of the image.

WHAT WE WILL LEARN TODAY:

**BUSINESS MODEL CANVAS
DIFFERENT MARKETING STRATEGIES &
MARKET RESEARCH**

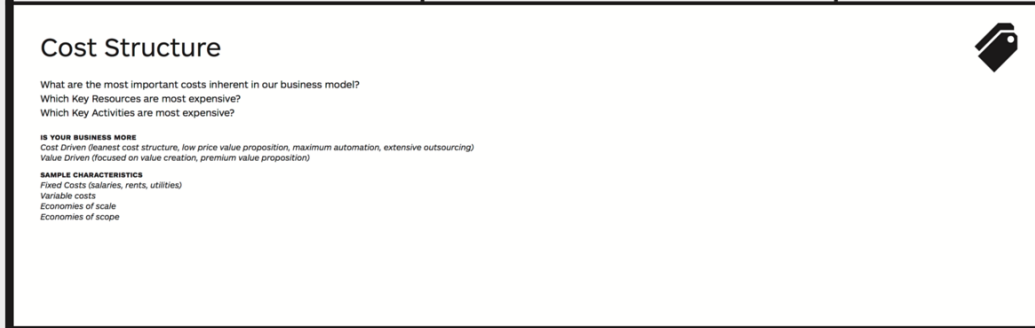
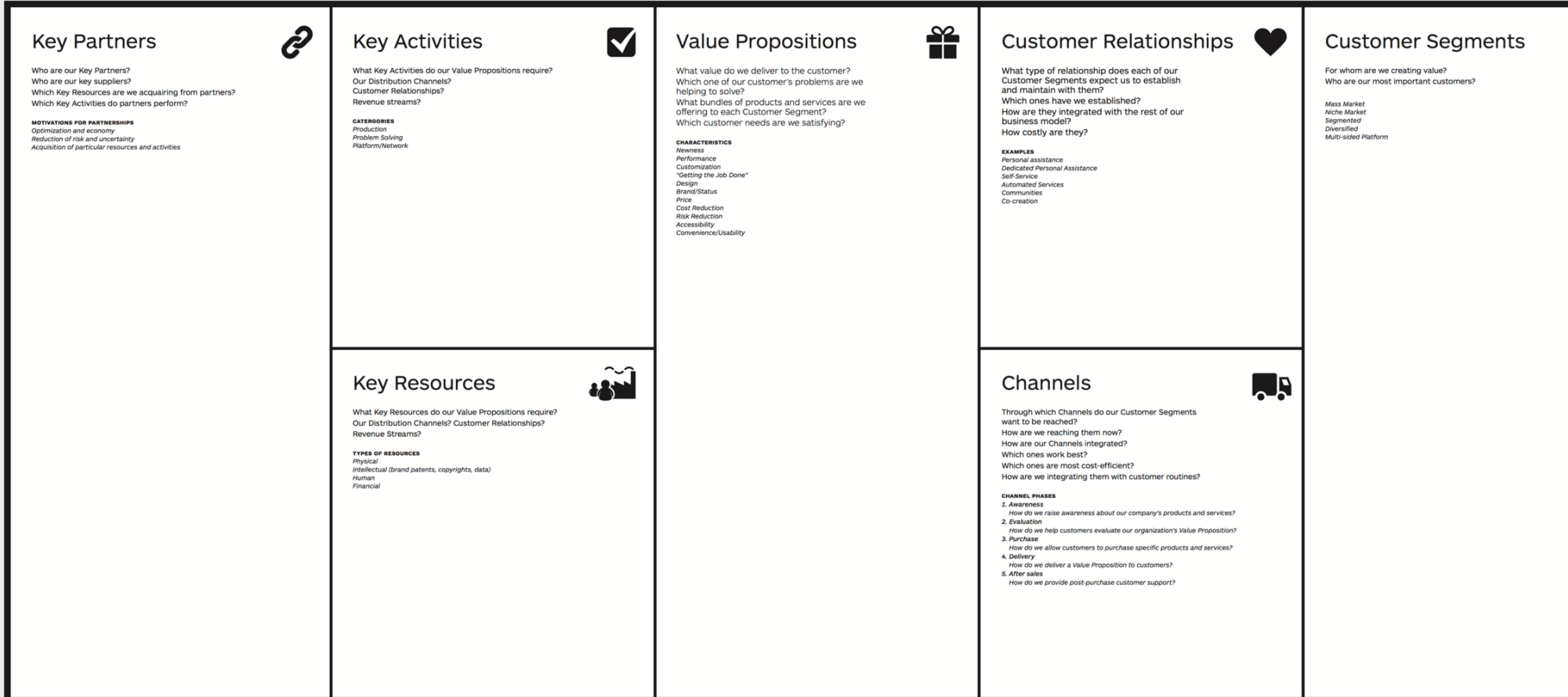
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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An aerial photograph of a city skyline, likely New York City, during sunset. The sky is a mix of orange, yellow, and light blue. The city is densely packed with skyscrapers and buildings. The text is overlaid on the image in a bold, black, sans-serif font.

WHAT IS MARKETING?

THE ACTION OR BUSINESS OF PROMOTING AND SELLING PRODUCTS OR SERVICES, INCLUDING MARKET RESEARCH AND ADVERTISING.



"ADVERTISING"

"MARKET
RESEARCH"

An aerial photograph of a city skyline, likely New York City, during sunset. The sky is a mix of orange, yellow, and light blue. The city is densely packed with skyscrapers of various heights and colors, including glass facades and brick buildings. The water of a river or bay is visible in the distance, with a bridge spanning across it. The overall atmosphere is hazy and warm.

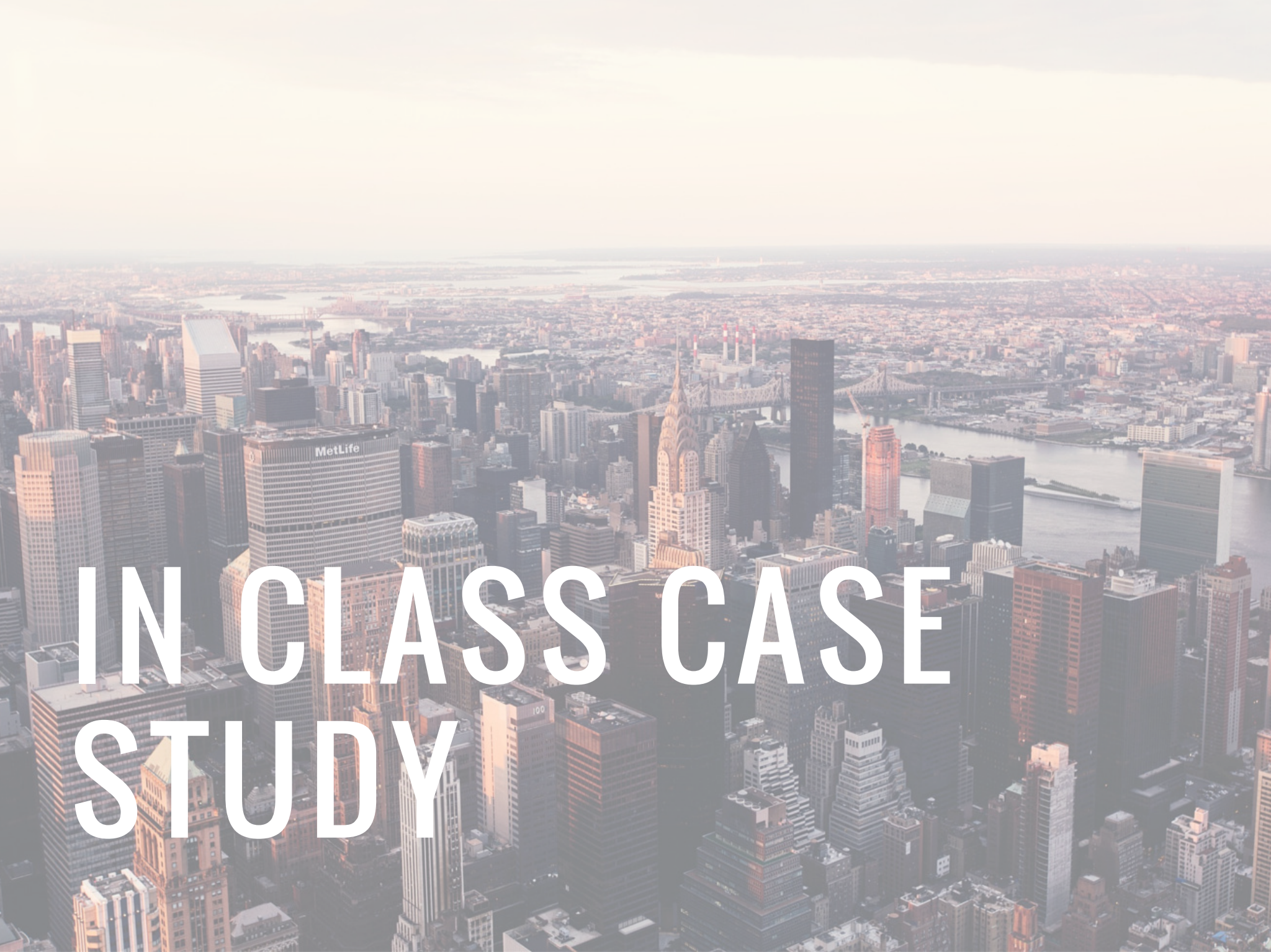
7 P'S MODEL

-HELPS COMPANIES IDENTIFY KEY ISSUES THAT HAVE AN AFFECT ON THE MARKETING OF THE PRODUCTS AND SERVICES

An aerial photograph of a city skyline, likely New York City, during sunset. The sky is a mix of orange, yellow, and light blue. The city is densely packed with skyscrapers and buildings, with a river visible in the background. The text is overlaid on the image.

DIFFERENT METHODS OF MARKETING:

- SOCIAL MEDIA PLATFORMS**
- CONTESTS AND PROMOTIONS**
- REACHING OUT TO INFLUENCERS (YOUTUBE, INSTAGRAM)**
- FLYERS, POSTERS**
- WORD OF MOUTH**
- COMMERCIALS**
- COUPONS**
- AND MANY MORE**



IN CLASS CASE STUDY

An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a river. The text is overlaid on the image in a bold, black, sans-serif font.

**CASE STUDY: HAAGEN DAZ INTRODUCED A NEW FLAVOR OF
ICE CREAM, HOW ARE THEY GOING TO MARKET THEIR
PRODUCT?**

SOME QUESTIONS TO CONSIDER:

- WHO IS YOUR TARGET MARKET**
- WHAT WOULD BE THE MOST EFFECTIVE MARKETING STRATEGY TO REACH YOUR TARGET MARKET**
- WHAT ARE SOME STRENGTHS AND WEAKNESSES**
- ARE THERE ANY RISKS INVOLVED?**