



Kellogg
School of Management

Channel Reinvention Case Competition

Sponsored by  **TARGET**



How would you like to help Target Corporation reinvent its marketing and growth strategy in the offline and online Video Game marketplace? The world is changing fast. Specialty stores. Online Stores. Digital Downloads. Internet Streaming. Social Gaming. Mobility. Motion. Microtransactions. Will traditional retail players in the video game business be left out like they increasingly are in books, music, and movies?



Teams of Kellogg MBA students are being invited to compete in the second annual Channel Reinvention case competition. Teams should be comprised of 4-5 students. Part-time and full-time 1st and 2nd year Kellogg MBA students are welcome to apply.



Teams will present to senior Target executives and Kellogg faculty judges on February 17, 2010. The top 3 winning teams will receive cash prizes:

1st place: \$10,000

2nd place: \$4,000

3rd place: \$1,000



Students will apply to enter the Channel Reinvention case competition by submitting a team application (the application can be found on the Marketing department website). **Applications are due by 5:00pm (CST) on January 29, 2010.**

Teams selected to compete will receive the case on Wednesday, February 10, 2010 and presentations will take place in 160 Leverone Hall on the Evanston campus on February 17, 2010 from 8:30am to 1:30pm.

For more info contact **Professor Rick Wilson**

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