



2010 Marketing Channels Case Competition

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Team Application

I. Team Overview

Team name:

Team Captain:

II. Application Question One

"There was a time when the online and offline businesses were viewed as being different. Now we are realizing that we actually have a physical advantage thanks to our thousands of stores, and we can use it to become #1 online."

Raul Vasquez, Walmart.com CEO. December 2009

Instructions: Prepare a short 1-page essay of no more than 600 words summarizing your team's assessment of Raul Vasquez's assertion about Wal-Mart's multi-channel prospects going forward.

III. Application Question Two

Describe what distinguishes your team for this case competition. Written responses should be 300 words or less. Video or sound files should be less than two minutes in duration.

IV. Team Member Profiles

Please list the names of all team members (up to four team members in addition to the team captain) and attach their resumes to your application.

Team Member Names

Email Address

Captain:

Member 2:

Member 3:

Member 4:

Member 5:

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Combine this completed application cover sheet, team member resumes, and your team's answers to the two application questions in a single combined PDF file and email it to Professor Richard Wilson by 5pm CST on Friday, 29 January 2010 (r-wilson3@kellogg.northwestern.edu)