

2010 Marketing Channels Case Competition

Sponsored by  **Target.**

Competition Rules and Student Team Guidelines

1. Presentations should be in Microsoft PowerPoint format
 - a. No extra time will be allowed for special presentation requirements
 - b. Dress for all teams is business formal
2. Each team's complete presentation is due by 5pm CST on Tuesday February 16th
 - a. Via email to r-wilson3@kellogg.northwestern.edu
 - b. A confirmation email will be sent in reply
3. All presentations will be pre-loaded (in order) before your arrival to Room 160
 - a. Team order will be determined randomly and communicated in advance
 - b. The computer will have a simple to operate wireless controller for your use
 - c. Teams waiting to present should congregate 20 minutes in advance in room 101
4. You will have 20 minutes of uninterrupted time to present your recommendations
 - a. Followed by 10 minutes of Q&A with the judges
 - b. Adherence to 20 minutes of presentation time will be strictly enforced
 - c. All team members must in attendance, but all team members need not present
5. There will be three faculty judges for this case competition
 - a. Three Kellogg faculty (Rick Wilson, Eric Anderson, and Derek Rucker)
 - b. Several senior Target Marketing executives will attend as well
6. The case involves offline and online growth and differentiation strategy for Target in the video gaming marketplace
 - a. You should view senior Target executives and Board members as your audience
 - b. The case provides specific Target strategy questions you should fully address
7. Judges are not looking for a single correct strategy organizing framework
 - a. Prime importance is on the quality of your strategic analysis and communication
 - b. This is not a "use the right buzzwords" or "guess the answer" competition
8. You are free to seek out and use any outside information, with the following caveats:
 - a. You must provide full citations for any and all outside data you use
 - b. You should be clear and explicit about any assumptions used in your analysis
 - c. You may visit Target stores, but you are not allowed to contact Target employees
 - d. You are not allowed to disclose the content of the case to any outside party
9. You are not allowed to do any of the following:
 - a. Discuss the case with any other case competition teams
 - b. Copy or share the case with anyone outside your team
 - c. Seek out input or advice from any of the Kellogg case competition judges