Written Case Study- Part B Brief and Questions

Your answers should have to be justified with the help of relevant MARK5700 models/theories. To make your argument robust, you must use at least **Five peer-reviewed journal articles**. in answering the below four questions;

1. **Gucci planned to launch a new product category in clothing, ‘street fashion clothing’, entirely different form all existing clothing lines in Australia. Gucci's CMO (chief marketing officer) approached you to create four segments for the Australian market based on consumer demographic, psychographic, and behaviour characteristics with two sub-factors in each base. Create a table for four segments and three base factors with two sub-factors of each base. Provide robust justification (with the help of literature/model/theory) for your selection of sub-factors for each base.**
2. **Evaluate four segments you have created in Question 1, suggest which segment Gucci should target first and why? Create a consumer profile for a chosen segment? How does Gucci differentiate the ‘street fashion’ clothing category from many other competitors? Based on your suggested differentiation strategy, write a positioning statement for a street fashion clothing brand for the chosen segment and create a positioning map to attract this segment. Justify with the help of theory.**
3. **Covid 19 hit the fashion industry sales significantly. What sustainable marketing strategies (since fashion is one of the most wasteful industries) do you suggest the fashion industry should opt to cope with such crises situations? How Gucci improve its existing sustainable marketing practice to create its guanine and authentic image as a socially responsible brand.**
4. **Consumption of Gen Z is different from traditional customers because of digitalisation and the influence of social media. How could Gucci optimise co-creation systems using digital platforms to engage Gen Z better? What omnichannel strategy Gucci could use to better target Gen Z for a street clothing brand?**

Case Study link: <https://hbsp.harvard.edu/tu/4eeda122> (note this is the same as Part A) (This will then redirect you to the Harvard case repository. You will then need to register on this site. You must use your UNSW email address to do so, otherwise you may not be able to gain access to this case).

Details:

**Task:** Individually, you are required to write a case study report that demonstrates the principles/core concepts learned in MARK5700 during Term 1, 2022 (including content from lectures, tutorials, and other course resources).

In short, your job is to answer the case study four questions by demonstrating your expertise of MARK5700 (i.e the course concepts, frameworks, and theories in your work). *Thus, anyone who does not cite course materials in their report will score low marks. You should supplement your response with wider research to support.*

**Instructions:** The case study will be available from 9am on Sunday of week 8, (Sydney time), and requires your response to uploaded to the Turnitin link by 1pm Thursday (14th April) of week 9, 2022 (Sydney time). Read the case study carefully. This is an open book assignment. You should refer to your notes and readings about each of the topics that have been covered in lectures and class throughout the course and exploration of theories from research papers. You should also conduct further secondary research to help articulate and support your responses to the questions. Your answer should be comprehensive yet focused. The presentation of your work should be at a professional level for an academic assignment. You must use correct UNSW Harvard academic referencing and ensure proper citation of sources used. You must also answer questions in their chronological sequence.

**Plagiarism note:** Each student should refer to the UNSW plagiarism guidelines because penalties for plagiarism will be applied: https://student.unsw.edu.au/common-forms-plagiarism

**Word limit:**1500 words (+/- 10%) inclusive of all in text references- (exclude end reference list, table of contents, executive summary, headers/footers and headings, tables and figures, title page and appendix (if appendix applicable).

**Weighting:**30%

NOTE: The length of your answer for each question is up to you. You are required to answer all questions. The marks (30) will be awarded according to the corresponding marking rubric (available on Moodle) and will consider the sum of answers.

**Submission:** This assignment must be submitted via Turnitin (which will generate a similarity report). You do NOT need a 'UNSW assessment coversheet' but title page is required. See unit outline for other requirements relevant to this task.

**Turnitin and plagiarism:** Two submissions to Turnitin are allowed up till the due date and time. Students can submit their draft to Turnitin before submitting their final version to Turnitin. Please manage your time properly. Note: One file to be submitted which includes your entire response. This can be in a word, or pdf format.

Usually, the first/initial submission will generate an originality report immediately in most cases, however this can be impacted by the volume of students using the site, so delays are possible. Subsequent submissions may take up to 24 hours to generate an originality report.  Once the due date and time has passed, the last submission on Turnitin will be considered the final submission.

Plagiarism is a serious academic misconduct. Access to similarity report is to assist in identifying un-cited (plagiarised) material, however, this is only a guide and imperfect in identifying plagiarism, so students should very carefully check their work for where they have material taken from someone/somewhere else without crediting the source appropriately. In short, Turnitin is a loose guide only and is no substitute for more vigilant checking for instances of uncited material.

If your un-cited content is higher than 10% (excluding references, headings, quotes) you will be penalised accordingly. At over 15% (for the body only – excluding cover page, titles, quotes, and references) you will receive a zero score for this assessment task. **Note: To be clear, we are only penalising where material should be cited and is not.**

This is also an individual task. Collusion constitutes academic misconduct with serious penalties applicable.

*For assistance in reading your turnitin report, please access the '....- Tips, tricks and resources- MUST READ' document, specifically the chapter within called 'What is Turnitin and how does it work?'*

*Common FAQ’s (further FAQs are in the discussion forum that has been set up for this task and is a good place to ask any questions you may have- however, whilst this task is live, the discussion board will be read only, reflecting 'exam like' conditions.*

**Further resources to help with the written report task are:**

- Harvard Method of case analysis (specifically the area on written case analysis). Found in 'assessment area' on moodle.

- The Unit Outline for the required formatting (see assessment area specifically). Course Outline is on moodle in 'Course Resources'.

- The UNSW Business School Report writing guide (you should include coversheet, executive summary (discretionary- not part of word count), table of contents, body (where you answer the questions), appendices (discretionary), and references. Note: any recommendations and conclusions need to be part of the body, thus no separate or formal section for these is required).

- The UNSW Harvard Referencing guide- https://www.business.unsw.edu.au/Students-Site/Documents/Harvardreferenceguide.pdf

- The Discussion forum on moodle with FAQ's populated based on all previous terms enquiries or issues.

Further, remember to read the brief, case study and rubrics very carefully and tailor your responses accordingly. Look for key words and any words in bold, underline, or colour- they are important. Consider your Part A task feedback from your tutor and my tips that were in the announcement regarding this task to aid your success.

**Suggested additional questions that may help to guide you in conducting your case study analysis. These (below) do not require a submitted response.**

1. What is the company/business you are focusing on? What is distinctive about them? What do they produce? What do they sell? What do customers buy?
2. What is the role of marketing in the business? How is marketing used to create, deliver and capture value?
3. What topics in MARK5700 can help you to answer the questions most effectively?

**Other:**

**Note:** This task is likened to a an exam, so your Tutor and LIC can only assist in very limited circumstances. For this reason, please read this information, the rubric, and FAQ's carefully.

We strongly suggest you attempt this task whilst IT can assist if you encounter any technical issues- IT have limited hours on weekends, thus Friday submission is recommended.

Turnitin can be slow if many users are attempting to submit at the same time- DO NOT LEAVE SUBMISSION UNTIL THE LAST MINUTE AS A RESULT. Turnitin processed time is taken as being submission time. Any submissions after the due timing will attract late penalties as per Course Outline (unless approved special consideration and ELP applies). For ELP, refer to your plan for details on extensions if permitted.

**For technical issues, such as Moodle log in, hardware/software, wi-fi access, etc.**

Contact the UNSW IT Service Centre: Email: [itservicecentre@unsw.edu.au](mailto:itservicecentre@unsw.edu.au)

Phone: Within Australia: (02) 9385 1333, International: +612 9385 1333

Support hours: Monday–Friday, 8.00am–8.00pm EST, Saturdays–Sundays, 11.00am–2.00pm EST

For Moodle issues: [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au)

Phone: Within Australia: (02) 9385 3331, International: +612 9385 3331

Support hours: Monday–Friday, 8.00am–10.00pm EST, Saturdays–Sundays, 9.00am–5.00pm EST

Business School exam support (8.30-4.30pm Monday-Saturday): <https://forms.office.com/Pages/ResponsePage.aspx?id=pM_2PxXn20i44Qhnufn7o0C0kPlPRABGktnoFY6VEYJUM1JRTVMyOVNWMVYwTjA1WUk3SkM0RkdIWi4u>

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