

ESSAY – CASE STUDY ANALYSIS

AN ANALYSIS OF CREATIVE CAMPAIGNS AND EXPERIENTIAL ACTIVATIONS AT ACCOR GROUP

- Access the link: <https://group.accor.com/en/Actualites/2021/11/brand-campaigns>
- Choose one brand in this press release to analyze. The recommended analysis structure is below.
- A case study analysis requires you to investigate a business problem, examine the solutions, and propose the recommendations using supporting evidence (Theories from class in text readings, discussions, lectures; Outside research; Personal experience)
- Word count: 2000, ($\pm 10\%$). You can use photos to demonstrate your points and an appendix to decrease the number of words if needed.
- Font: Arial, size: 11; Margins: Top, Bottom: 2 cm; Left: 3 cm; Right: 2 cm.
- Text spacing: Normal; Line spacing: 1.5; Paragraph spacing: 6 pt; First line: 1 cm.
- Page number: Bottom, middle.
- Harvard-style citations and references.
- Submission on E-learning. **Date: To be confirmed.**

RECOMMENDED ANALYSIS STRUCTURE

COVER

TABLE OF CONTENTS

INTRODUCTION

The introduction of your case study should introduce the business, project that is represented in your study.

Identify the key issues/points in the case study.

Summarizing the outcome of your analysis

CASE STUDY ANALYSIS

Set the scene: background information, relevant facts, and the most important issues.

Demonstrate that you have researched in this case study.

Evaluation of the Case: Outline the various pieces of the case study that you are focusing on; Evaluate these pieces by discussing what is working and what may be challenging.

Note: Support this solution with solid evidence, such as Concepts from class (text readings, discussions, lectures); Outside research; Personal experience

RECOMMENDATIONS AND CONCLUSION

Wrap up your takeaway points from this analysis.

You may also present the significant lesson learned that may be applicable for similar businesses.

How and Why is this valuable for your study and later career?

REFERENCES

APPENDIX (Optional)

RUBRIC FOR GRADING ANSWERS ON AN ESSAY EXAM

Criteria & Points Assigned	Missing or Serious Problems	Below Expectations	Meets Expectations	Excellent Work	Points Earned
	0	1	2	3	
Relevance of answer to the question	The essay did not answer the question	The answer is incomplete. Excessive discussion of unrelated issues and/or significant errors in content	The answer is brief with insufficient detail. Unrelated issues were introduced and/or minor errors in content.	The answer is complete; sufficient detail provided to support assertions; answer focuses only on issues related to the question; factually correct	
Literature review/Additional research	None of the relevance was included	Serious gaps in the basic literature/research needed	Most of the basics are included but some are missing	Deals fully with the entire question	
Organization and logic of the answer	Weak organization; sentences rambling; ideas are repeated	Minor problems of organization or logic; Needs work on creating transitions between ideas.	Clear and logical presentation; good development of an argument; Transitions are made clearly and smoothly		
Mechanics of writing (spelling, punctuation, grammar, clarity)	Major problems with mechanics of language; Awkward sentence construction; Poor or absent transitions; Frequently difficult to understand	Frequent problems with mechanics of language; Occasional awkward sentences and poor transitions; reduce the readability	Clear, readable, prose. Good use of transitions; no problems with spelling, punctuation, or grammar.		
TOTAL POINTS (10 possible)					