

Case Study

As an innovation, an addition to the usual tracks is that of a Case Track.

Papers submitted to this track may have as their focus any aspect of marketing activity and practice, in any context, in any nation. This track is sponsored by leading academic publishers, **Pearson Education**.

Prize for best case submitted: £1,000

Second Prize: £500

Third Prize: £250

Selected cases will be considered for publication in the journal – ***Marketing Intelligence and Planning*** – and many of the case-authors will have an opportunity for their work to be published in future Pearson marketing textbooks.

Papers will be evaluated on the basis of their value as teaching-tools, the originality of their focus and controversially, the clarity and skill with which they are written. It is not required that these papers are structurally as formal [e.g. review of literature, method] as those submitted to other tracks, but there remains a need for the case presented to be contextualised fully. It is expected that appendices would contain images and other exhibits rather than elements of modelling/data sets.

If you have any questions or queries, please do not hesitate to contact the Track Chair

Track Chair:

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