

Group Case Study Presentations

1. Apple & iPhone 4
2. The French Team & 2010 World Cup
3. HP & Mark Hurd
4. News Corp & the phone-hacking scandal
5. Warner Brothers & “The Dark Knight Rises”
6. Team USA & Ralph Lauren
7. France Telecom & Employee Suicides
8. Toyota Recall

Team 1

- Apple & iPhone 4
- Class 4
- 24/10/2012



Team 2

- The French Team & 2010 World Cup
- Class 4
- 24/10/2012



Team 3

- HP & Mark Hurd
- Class 5
- 07/11/2012



Team 4

- News Corp & the phone-hacking scandal
- Class 5
- 07/11/2012



Team 5

- Warner Brothers & “The Dark Knight Rises”
- Group 1
 - Class 6
 - 21/11/2012
- Group 2
 - Class 5
 - 11/11/2012



Team 6

- Team USA & Ralph Lauren
- Group 2
 - Class 6
 - 21/11/2012



Team 7

- France Telecom & Employee Suicides
- Group 2
 - Class 6
 - 21/11/2012



Team 8

- Toyota Recall
- Group 2
 - Class 6
 - 21/11/2012



Group Case Study Presentations

- An overview of the crisis
- What was the issue for the company?
- How did the company respond to its key stakeholders?
- How did the company respond to the media?
- In managing the crisis, what did the company do right? What did the company do wrong?
- Could the company have handled the situation better?

Group Case Study Presentations

- Each group will present for 10 minutes, plus 5 minutes of Q&A
 - You will be timed
- Must use PowerPoint (have the presentation on a USB key or CD)
- Must dress professionally
- *GOAL: give the class an overview of the crisis and how the company responded*