

Grant Dobson Case Competition Proposal Preparation Tips

The Grant Dobson Case Competition is an opportunity for Brock undergraduate students to learn about and implement current marketing and advertising strategies. The Case Competition was founded in 2005 and named in 2008 for the late Grant Dobson, who served as the executive director of the Office of External Relations at Brock University. Teams will prepare a proposal as their entry to the competition.

How to get started

Begin by reading the brief and examine the “problem” you are to address. Preliminary steps to prepare the proposal should include researching the brand, as well as terms and concepts the brief raises.

The role to assume in your response

- Imagine your team is an advertising and marketing agency. Write your response to the brief to convince the client (the brand) to speak to you about your marketing proposal and potentially invest money into your idea

The format of your response

- Submit a maximum of 6 pages which includes the following:
 - Cover page
 - Create a title that conveys your pitch to the brand and identify your team members; 1 page
 - Body of the report
 - Your report body can be a maximum of 5 pages
 - Use 12 point font and single spacing
 - Use sub-heading, for example, i) Overview, ii) Analysis, iii) Marketing options & recommended approach, iv) Budget and implementation, v) Conclusion
 - Include tables, images and charts to summarize research and highlight and make your ideas vivid
 - Use layout and formatting options to augment your text
 - References: provide your references, they do not count towards the page limit

Submitting your proposal

Submit your proposal by Friday, October 22nd, 2021 at 10:00 a.m. EDT through the “Assignments” function on Sakai

- Acceptable file formats include .docx, .doc and .pdf