GroupM / Pace University Lubin School of Business
Second Annual Marketing Analytics Case Competition – New York, NY
Spring 2013

Fact Sheet

Case Competition Timeline:

February 4	GroupM briefing session at Pace
February 4	Registration opens to Pace students
February 13	Registration deadline
February 14	Case is sent out by e-mail to teams
March 7, 5PM	Written case and PPT slides due by 5PM
March 8	Final presentations at GroupM
March 11	Winning team announced

Registration Guidelines:

- Minimum of 2 students per team (4 max)
- Every team member must be either a full time or part time student at Pace University
- The teams can be a combination of undergrad and masters-level graduate students
- Students must be available to present their case in person on March 8th
- Final presentation attire: business casual
- To be eligible, teams must submit a completed registration form and resume by Feb 13th, 2013
- All participants must sign a Non-Disclosure Agreement, in which the participants agree not to disclose, share, or distribute the data provided to any outside parties

Final Presentation Location:

GroupM - North America Headquarters
498 7th Ave., New York, NY 10018

Event Coordinators:

Dr. Ipshita Ray, Associate Professor of Marketing
iray@pace.edu

Dr. Vishal Lala, Associate Professor of Marketing
vlala@pace.edu

Juan Suarez, Director of Business Development
juan.suarez@groupm.com

Awards:

- 1st place winners will be guaranteed interviews for internship and full-time positions with GroupM
- GroupM will host a Networking Reception for all participants
- Each team will receive individual participation certificates

General Case Competition Rules:

- Student teams may submit only one final response to the case study, which should address all questions asked
- The written response must be submitted in Microsoft Word format
- The response must have reasonable spacing and font size (i.e. 12 pt. Arial)
- The response must not exceed five pages of text, with two additional pages in charts, graphs or exhibits
- Student teams are encouraged to work on their own to solve the case, although they may solicit assistance from faculty. Any faculty assistance will be logged and reported back to judges
- Final round presentations should be delivered in Power Point format. No more than 20 slides
- All team members must participate in the final presentation

Note:

No team member, or faculty member, should be a current employee or consultant for GroupM.