**Unilever Case Study**

* The case study **discussion and presentations are due the 18th of November** (this friday).

1. **Research & Presentation**: For this Friday’ s lesson, the students are expected to make a research on Unilever company and prepare a brief presentation the subjects assigned (**YOUR GROUPS & PRESENTATION SUBJECTS ARE WRITTEN IN THE TABLE BELOW**).
   1. **The students will work in groups of 4** and **make a 5 min. presentation** during class.
2. **Discussion:** The materials you should read and that will be discussed during the lesson are named as “Unilever Sustainable Living Plan” and “USLP Summary of 10 years in progress”. You can find the materials attached in Duygu Gür’s folder at web under the link: <https://www.cag.edu.tr/tr/akademik-kadro/149/dosyalar?f=5f5eb382-9776-42af-8b0c-cce2789d2853>
   1. **For this in class discussion please come prepared to answer the following questions:**

* What does Unilever’s Sustainable Living Plan (USLP) mean?
* What are the three big goals of USLP ?
* What are the main target are of Unilever’s Sustainable Living Plan?
* What does Unilevers’ sustainable sourcing mean?
* What does Unilever do to increase the health of the planet?
* What does Unilever do to increase the health of the people?
* How does Unilever contribute to more fair and socially inclusive world

1. The students are also expected to create a **marketing plan** for Unilever and hand over the written papers by both email and printed till **25 th of November.** Further information will be given during this week’s lesson.

* **You will graded out of total 10 points for both your presentation this week and the marketing plan paper that will be delivered on the 25th.**

**TABLE 1**

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| **MAN 439 Marketing and Sustainability** | | | |
| **CASE STUDY TOPICS AND GROUPS** | | | |
| **Group Number** | **Topic** | **Student Name/Surname** | **Depart.** |
| **1** | **Explain the history of Unilever briefly & tell us about the goals & mission of Unilever** | ZİYA BÖLÜKGİRAY | IRE |
| MEHMET NAZLIGÜL | ITL |
| ETİZ BURAK AYAN | ITL |
| BATIKAN BAĞLIK | IRE |
| **2** | **Explain Unilevers’s Product Categories & Brands & Target Customers.** | RUKEN KAYMA | IRE |
| DAMLA HATİCE ÜRKMEZ | IRE |
| KORAY KEÇECİ | ITL |
| SEYİT AHMET CAN YILDIRIM | ITL |
| **3** | **Make a Competitor Analysis for Unilever.** | TAYFUN MURAT YÜKSEL | ITL |
| FATİH ÜMİT KAMALAK | ITL |
| YAREN ARIK | IRE |
| YAREN DOĞU | IRE |
| **4** | **Explain major strengths & weaknesses of Unilever.** | HÜSEYİN ERİM TAŞDEMİR | ITL |
| DOĞUKAN IŞIK | ITL |
| SELİN DİDEM BOĞDAY | IRE |
| PELİNSU UZUN | IRE |
| **5** | **Explain the market opportunities and threats to Unilever.** | HİBATULLAH BADNJKI | ITL |
| MURAT BAYKAL | ITL |
| MUSTAFA AKDAĞ | IRE |
| EŞREF YAZAR | IRE |
| **6** | [**Please visit this web page and tell us about some of the Unilever’s advertising & marketing principles.** (https://www.unilever.com/planet-and-society/responsible-business/advertising-and-marketing/)](https://www.unilever.com/planet-and-society/responsible-business/advertising-and-marketing/%20Please%20visit%20this%20web%20page%20and%20tell%20us%20about%20some%20of%20the%20Unilever’s%20advertising%20&%20marketing%20principles) | ALİ GÖKDEMİROĞLU | IRE |
| BERAT EREN | IRE |
| NECİP MEHMET SONGÜL | IRE |
| MERT KERKÜT | IFN |