

Get Smart

DUE Monday, August 28th @ 11:59 PM

Part 1

1. Watch the IBM Smarter Planet Case Study.

This film describes how IBM's Smarter Planet initiative is (1) encapsulated to the company's mission and values, (2) translated into a business strategy, and (3) implemented in a coherent and comprehensive fashion for companies in a variety of industries. Interviews with senior IBM executives explain how this is done from both a conceptual and practical perspective.

2. Visit the IBM corporate home page (www.ibm.com), the IBM Smarter Planet website (www.ibm.com/smarterplanet)

Part 2

1. Reflecting on what you have seen and read, write about your perceptions of IBM. What business is it in? What do you perceive their mission to be?
2. Conduct a SWOT analysis for IBM's Smarter Planet Initiative. As the first step in the planning phase of the strategic marketing process, a SWOT analysis is part of a situational analysis a firm conducts to: (1) identify industry trends; (2) analyze competitors; (3) assess itself; and (4) research consumers (see Chapter 2). SWOT is an acronym that describes an organization's appraisal of its internal **S**trengths and **W**eaknesses and its external **O**pportunities and **T**hreats. See your textbook for examples.
3. In looking at this SWOT, what changes in the marketing environment are/will be important to IBM in the next three to five years?
4. What aspects of IBM's Smarter Planet Initiative are most exciting to you?

Words: 250 minimum. Post a link to your Blog on G+ and in the assignment area (input box) on Blackboard.