

Case Study. Read "Nike" on pp. 29-30. Submit answers to the following in essay form.

1. What have been the key success factors for Nike?
2. Where is Nike vulnerable?
3. What should it watch out for?
4. What recommendations would you make to senior marketing executives going forward?
5. What should they be sure to do with their marketing?

Written assignments should be submitted to the instructor as a MS Word attachment in APA format. Double-spacing should be used, with the preferred font as 12 pt. Times New Roman. A cover page should be included as well as a Reference Page.