

Marketing 120 – Introduction to Marketing Principles

Comparison SWOT Analysis Worksheet

Part 1:

This assignment requires each student to complete a SWOT analysis comparison between two companies within the same industry. The student, with instructor approval, may use two companies of their choice or choose from the list below:

- Netflix vs. Blockbuster
- PC vs. Mac
- Verizon vs. AT&T
- Jack in the Box vs. McDonalds

Research each company, provide a side-by-side SWOT analysis for each and write a succinct summary of your comparison stating which company you believe has the competitive advantage.

Due Date: February 09, 2011

Submit via Laulima Assignment tool as an attachment.

Part 2:

AFTER you submit your Comparison SWOT Analysis Worksheet, post a brief summary stating why you chose the two companies and why you believe one of those companies has the competitive advantage.

Due Date: February 12, 2011

Post to Ning Discussion Forum titled “Comparison SWOT Analysis”

Part 3:

AFTER your Ning discussion post is complete, respond with feedback to two classmates regarding their “Comparison SWOT Analysis” post.

Due Date: February 15, 2011

Post to Ning Discussion Forum titled “Comparison SWOT Analysis”

*****Refer to assignment rubric for criteria and guidelines for which you will be graded.**

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Strengths		Weaknesses	
Company A	Company B	Company A	Company B

Opportunities		Threats	
Company A	Company B	Company A	Company B

Comparison Summary