

## MANAGERIAL IMPLICATIONS VIDEO MATERIALS

There is a narrated PowerPoint presentation saved as a YouTube video that can be accessed with the following link:

<https://youtu.be//cn6fhT5mY3g>

The transcript of that presentation is below.

### **Slide 1: Managerial Implications Portion of Project**

- Jacqueline K. Eastman, PhD.
- MBA Marketing Project

In this presentation, I will discuss the Managerial Implications section of the project.

### **Slide 2: Managerial Implication Section of the Project**

- Purpose
- Structure
- Suggestions

This presentation will cover three major areas: purpose of the managerial implication section, how to structure it, and suggestions in writing it.

### **Slide 3: Purpose of Managerial Implications Section**

- The purpose of this section of the project is to demonstrate that you/your group can apply what you have learned from your secondary research (text and literature review).
  - Take the viewpoint of a consultant
    - What are the takeaways for managers in reading your project
  - Flexibility in how address application
    - Can make recommendations in terms of a specific firm, industry, and/or target market
  - Be creative – this section should be your ideas
    - But your ideas need to be based on/utilize what you have learned from doing the project

The purpose of the managerial implication section of the project is demonstrate what you have learned from doing this project by making recommendations to managers on how they should address the topic based on your knowledge. I see this section as the most creative and hopefully the most interesting for you to write. There is flexibility in how you approach this section. You could take the perspective of offering your suggestions to a specific firm or to a specific industry, or in more general terms. You could focus your discussion on a specific market. The key thing is that you need to tell us upfront in this section how you are approaching it.

#### Slide 4: Structure of Managerial Implications Section

- Introduction paragraph
  - Need a transition statement/paragraph from the literature review (what you learned from the literature) to tell us what you are going to do in this section.
  - Need to set up basis of implications/recommendations (i.e., what is your focus/viewpoint in making your recommendations).
- Body of Managerial Implications
  - May want a paragraph for each major idea/category of ideas
  - An Exhibit outlining ideas would be helpful
  - Use subheadings if they would help break up your ideas
- Conclusion
  - Need a conclusion paragraph at the end of this section to tie in/summarize what you did with the project. Don't want the paper to end abruptly.

You will open this section with an introduction statement or paragraph that works to transition the reader from the literature review section to now presenting your ideas and recommendations based on what we have learned from the earlier text summary and literature review. This opening also needs to tell us how you are approaching your managerial implications and how this section is organized.

Then in the body of this section, you need to discuss the ideas. Your ideas need to be discussed in detail and well organized. I would recommend using an Exhibit to outline your ideas (especially if you have a bunch of ideas that you don't have time to develop all in detail – in the Exhibit you could outline all the ideas and then bold the key ones that you will develop in detail in your write up of them in this section). Anything you could do to help the reader follow your ideas (i.e., organizing them under subheadings, having separate paragraphs for different ideas) is helpful.

Finally, a common error is to end the paper with your last idea, but this makes the paper end abruptly. You need one last paragraph to tie it all in together. Something like "In conclusion, this paper discussed \_\_\_\_ through examining \_\_\_\_\_. Based on the text and the literature review, managers can \_\_\_\_\_."

#### Slide 5: Suggestions for Managerial Implications

- Don't write this till have a strong working draft of text summary and literature review sections.
  - Don't ignore what was said in literature review.
  - Need to demonstrate an understanding/application of the literature, but it should not be a rehash of it.

- Avoid introducing new articles here unless they specifically deal with application of ideas from literature review.
- Your ideas/suggestions should be well organized and fairly detailed.
  - Your recommendations need to be sound/beneficial to managers.
- Recommend using an Exhibit to list/organize ideas and then discuss in detail in the Managerial Implications.

#### **Slide 6: Managerial Implications Final Suggestions**

- Look at syllabus for how I am grading this section.
- Aim for at least 2 pages (up to 4+ if have a larger group).
- Be sure to cite any sources you refer to APA style (i.e., if you are building on an idea from the text or literature review, remind us of the idea/cite source and then focus your efforts on discussing your recommendations).
- Please let me know if you have any questions.

In Slides 5 and 6, I present some suggestions in writing the Managerial Implications section.

\*A common mistake groups make is to have someone who had nothing to do with the earlier portions of the paper write this section without any understanding of the topic. The ideas suggested seem just made up on the fly and sometimes even conflict with earlier sections of the project.

\*The opposite common mistake is that the groups just rehash the literature review and repeat themselves.

\*The third common mistake is that this section comes off like a subsection of new literature that should have been discussed in the literature review. Unless it is a specific managerial recommendation from the literature, put your articles in the literature review section.

\*Remember – this section of the paper is to apply what you have learned from doing the text summary and literature review sections in presenting your suggestions for managers. If you tell them to hire a consultant, that suggests you have not learned much from your paper (i.e., I don't need to read 10+ earlier pages to think of hiring a consultant).

\*In presenting your ideas, remember the reader is seeing them for the first time, so please make sure you explain your ideas clearly and in detail. Remember your ideas need to be sound managerially and make sense (i.e., don't recommend a small business spend millions on a consultant).

\*Also, if you are referring back to an idea from earlier in the paper, recite the source; for example, "Based on the discussion of Smith (2015) in the \_\_\_\_\_ portion of the literature review, our group would recommend that marketing managers do \_\_\_\_\_."

\*While an Exhibit is optional (but can get up to five extra points for having good exhibits), it may be a good way to organize your ideas. It can be especially helpful if the group has developed a long list of ideas that they don't have the time to develop all of them, but want to share them in the paper.

Finally, be sure to review the syllabus for how I am grading this section. Remember this section is to be approximately two to four pages long (it would be closer to two pages for a single person/small group and closer to four pages for larger group). Please let me know if you have any questions as you work on the Managerial Implications section. We will have one more presentation after this on putting together the final project.

Take care,

Jackie Eastman