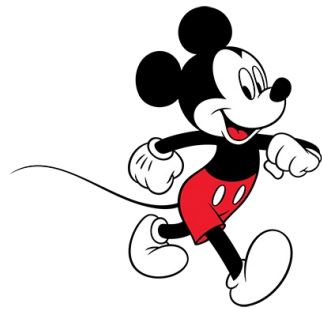


Case to prepare



The *WALT DISNEY* Company Italia

Deadline: March 14th, 13.00

Extra-lecture assignment

1. One PPT slide for the **overview of Walt Disney Italy**. You will not find so much on the company itself, but you have to explain what it does and its relationships with other Walt Disney firms for which this company is a subsidiary.
2. Apply the **Funnel model** to one of your preferred – but recent – Walt Disney **movies (e.g., Luca, Encanto, Death on the Nile)**. 7(?) Slides.
3. Identify one intriguing question you would pose to the company's Marketing Director!

You need to document each source in the last slide of the PPT.