MASTER OF SCIENCE IN MANAGEMENT
INTERTERM INTENSIVE SESSION
SPRING 2016
SEE YOURSELF DIFFERENTLY.
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mendoza.nd.edu/msm
The course offering for the spring of 2016 MSM interterm intensive session fulfills several objectives. This class provides learning opportunities that are not easily available in the standard course format. This deep-dive corporate opportunity gives students hands-on opportunities to apply, test, and extend what they have learned in previous courses. This course will help students develop skills and perspectives that will be beneficial in their full-time jobs.

This course requires a high degree of student participation and involvement. (All MSM students are expected to participate in the full Monday-Thursday interterm intensive session.)

Successful completion of an interterm intensive course is a graduation requirement.

The interterm course offered to MSM students provide opportunities to extend and apply skills and knowledge learned in the core and elective classes. They provide direct, practical experience using simulations, projects, or live problems. The classes add to students’ experience base, helping prepare them for a strong start as they begin their full-time jobs following graduation.

This interterm course will be graded on a satisfactory/unsatisfactory scale.
GENERAL INFORMATION

The MSM interterm intensive course is offered in the spring semester.

In the spring, interterm intensives occur between Module 3 and spring break. All MSM students are required to take one credit hour during interterm.

This course may vary in the number of hours or days it meets. For example, it may involve a blending of outside work time and classroom sessions. In addition, small-group meetings or one-on-one sessions may be required in lieu of class time.
Growing the Pizza Hut Business with the New $5 Flavor Menu

Pizza Hut, a subsidiary of Yum! Brands, delivers more pizza, pasta, and wings than any other restaurant in the world. The company began 57 years ago in Wichita, Kansas, when two brothers borrowed $600 from their mom to start a pizzeria.

What started out small has become the biggest pizza company in the world and today operates more than 15,600 restaurants in more than 97 countries serving innovative pizzas, traditional favorites like the signature Pan Pizza, and much more.

In recent years, the pizza category has become commoditized by a proliferation of value deals as companies respond to consumers' desires for easy, affordable options. While Pizza Hut consistently gets credit for having great-tasting, flavorful food, the company recognizes there is an opportunity to improve value perceptions and win share from competitors.

In January 2016, Pizza Hut launched the category's first $5 Flavor Menu, a value menu featuring several Pizza Hut favorites for just $5 each when customers buy two or more items. The $5 Flavor Menu includes a medium one-topping pizza, eight bone-out WingStreet Wings, Tuscani Pasta, a double order of breadsticks or flavor sticks, the Chocolate Chip Cookie, Triple Chocolate Brownie, and four 20-oz. beverages. If consumers crave heavier topped pizzas, Pizza Hut also offers $6.99 any 2 Medium Pizzas, the deal that lets customers choose any crust and any toppings for a low price with no strings attached.

Pizza Hut has bold plans to win long-term in the category by “making it easier to get a better pizza.” To do so, the company must build and maintain a value portfolio that attracts customers while protecting quality perceptions. Students will be asked to research the company and develop a three-year plan for the recently launched $5 Flavor Menu to continue to unlock sales with value-conscious customers. How can Pizza Hut continue to bring news to the $5 Flavor Menu? How does the $5 Flavor Menu fit within the overall value strategy? How can it be expanded to further provide an “easier” pizza experience for customers? There are many different angles to be explored. The final presentation should include a marketing strategy and food innovation plan inclusive of:

• An understanding of Pizza Hut’s $5 Flavor Menu and broader value deals portfolio, including potential gaps in offerings
• Consumer insights and unmet needs
• Food trends that could fit within Pizza Hut to inspire new product offerings for the $5 Flavor Menu
• Recommendation on the role of snacking at Taco Bell
• Marketing ideas that would attract value-conscious pizza consumers
• Projected potential growth financials generated from product pricing and purchase assumptions

Students are encouraged to think holistically and creatively, focusing on how to develop a strategic future for Pizza Hut’s $5 Flavor Menu to attract value-conscious customers and set the brand apart from competitors.
STUDENTS TAKING THIS COURSE WILL GAIN:

- An understanding of how a brand in the Quick Service Restaurant Industry operates and sets itself apart from key competitors with strategic, proprietary value
- Skill in turning consumer observations into actionable insights that unlock growth opportunities
- Understanding of how to use market trends to discover new products and propositions
- Marketing "size of prize" analysis based on new products and propositions

ALL STUDENTS ENROLLED IN THIS COURSE WILL BE REQUIRED TO SIGN A NON-DISCLOSURE AGREEMENT.
REGISTERING FOR INTERTERM INTENSIVE COURSE

All MSM students are automatically enrolled in this course.

CONTACT INFORMATION

Interterm Intensive General Information

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For certain courses, the partnering corporation or organization may require that each participating student enter an agreement that would affect the rights the student would otherwise have, pursuant to the University’s Intellectual Property Policy, in the work that the student produces as part of the course. A partnering corporation or organization also may require that each participating student enter a non-disclosure agreement that would limit the student’s ability to share with third parties information provided to the student in connection with the course. Please be aware that certain courses may involve such agreements.