Coca Cola is an interactive case study which helps the student understand the fundamental elements of marketing systems and technology, to create and manage a virtual and interactive community.

Through the interactive case the student will study:

- How to use new ICT as a marketing tool
- How to manage and run an interactive community
- An analysis of technology and infrastructure to maintain a community
Learning takes place through four different sections:

- The introduction shows the important milestones and history of the company
- The architecture section describes the construction process of the community
- The results section shows quantitative and qualitative outcomes of incorporating communities into strategies
- The conclusion includes a video interview with a company executive and summarizes the key factors to develop a community
The architecture section develops the construction of a virtual community starting with an exercise to be completed by the student.

This exercise shows the coherency between the different company areas and their development through a dynamic description, arranging the fundamental elements. These elements include a simulation of the development of the community and the information technology.
Through a video interview the student can understand first hand the main strategies of the company’s marketing and information technology proposals.