What about pasta is an interactive case study which helps the student to understand and analyze the communication actions made as a result of the market research described in sections A and B of the case. Based on the market research briefing, the student observes the design and development of the associated communication campaign.

Through this note, the student will learn about:

- Action strategies
- Action plans
- Advertising campaigns: Above/ Below the line
This interactive multimedia material is aimed at helping the student to integrate the market research conclusions into the overall marketing strategy.
The interactive case study contains the videos and other materials used in the aforementioned communication campaign and describes the goals pursued in each action.