Fiat Stilo is an interactive case study which helps the student understand and analyze the positioning strategy of the Fiat Stilo car.

The purpose of the case is for the students to:
- Understand the different managerial perspectives (marketing department vs. sales department)
- Take product positioning decisions
- Understand the factors involved in launching a new product.
Throughout this case multimedia resources (interactive graphs and charts and video interviews) bring the analysis to life.
Once the student has assumed one of the two roles and made decisions about the new product launch, they will receive a final report in which they must justify each of their decisions.
This report helps to analyze the coherence between the decisions made. The report also helps students to prepare the follow up discussion for class.