

MKT 382 (05190) –Marketing and Customer Insights Practicum**Fall 2013****Instructor**

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Tuesday

2:00 – 5:00

TBD (project meetings)

GSB 3.104

The “Marketing & Customer Insights Practicum” is a projects-based course. Students are assigned to teams and work on projects sponsored by businesses affiliated with the Center for Customer Insight and Marketing Solutions (CCIMS).

The following description, taken from the department’s guidelines for Practicums, will give you a general idea of the focus, purpose, and operation of this course.

General Description of a practicum:

A practicum is simply a business-focused project with an academic orientation. According to guidelines set out by the Department of Marketing:

- A practicum must have an appropriate academic content with practical significance for the student's educational experience.
- A practicum must have an explicitly delineated scope of work, with identified deliverables and enforceable, realistic due dates.
- A practicum must have a plan of work that provides a measurable benefit to the sponsoring company as well as academic content to the student.
- A practicum must have a mechanism for continued contact between the student(s), the sponsoring company and the supervising professor throughout the semester.
- A practicum must not only provide academic and practical benefit to the student, as well as a business benefit to the sponsoring company, but shall also be in line with the goals and direction of the department.
- Grading will be based upon the professor's evaluation of the deliverables and the student's performance, with inputs from the sponsoring company.

Scope of Practicums

Specific assignments will vary by project. Most projects have two phases: an initial research phase followed by development of strategic/operational plans and/or recommendations. Thus, most projects will require at least two presentations (interim and final) and a final report. Other assignments may be required as needed in individual projects.

Course Operation:

Except maybe for the first few weeks, mid-term presentations, and the final week of the semester, this course will NOT have regular meetings – but rather will meet as needed in project teams, with me and with the project sponsors. Early weeks in the semester will be devoted to reviewing team and consulting processes and to kick-off meetings with the project sponsors. At around mid-semester, there will be “dry-run” and actual progress presentations to be followed by similar practice and final presentations at the end of the semester. Other meetings will be determined by the nature of the

project and team requirements. A tentative schedule follows. Depending on client meetings/conference calls, we will schedule weekly meetings. These meeting may not necessarily be during the class' scheduled meeting time.

Team Structure

Each practicum team will appoint one student as a Team Coordinator on the first day of class meeting (9/3). The Team Coordinator's responsibilities will include coordinating the group's tasks and serving as a single point of contact with the client.

Progress Reports

Each practicum team will submit regular (ideally biweekly) progress reports - due dates will be determined in line with the team's overall project plan. This progress report will include (1) a brief report in relation to the overall project plan/timeline, 2) specific tasks completed in the previous period and the tasks planned for the coming period, and (3) areas where you would like inputs from me for the coming period including joining in on conference calls with your clients.

Project Expenses

Limited funds are available to cover petty expenses incurred in data gathering and other project-related matters. Note that these are university funds and, as such, can only be used if university procedures are followed exactly. Accordingly, please read carefully the reimbursement policy posted on Blackboard. Most importantly, all expenses must be pre-approved in order to be eligible for reimbursement. Lori Van Orden, Administrative Director, CCIMS (Lori.VanOrden@mcombs.utexas.edu) will be glad to assist you in this matter (so long as you don't expect her to pull off any miracles).

Evaluation:

Grading for the practicum portion of the course will be based on the following factors:

- Quality/usefulness of final project report as judged by the instructor and project sponsor
- Professionalism and academic rigor in the conduct of the project
- Individual contribution to the team effort as judged by instructor, project sponsor and team members

Students/teams will receive interim feedback on their progress mid-way through the course.

Some General Guidelines:

Students in each Practicum Team are expected to:

- Take "ownership" of the project – treat the practicum as if it were a business task to which they had been assigned as an employee.
- Conduct all work in a timely and professional manner.
- Ensure they clearly understand their responsibilities in the project and the timeline for completion of their requirements.
- Coordinate with other team members so that the project deliverables are integrated in a seamless manner – avoid the "Frankenstein's Monster" effect of division of labor.
- Maintain a log of team and individual activities, team meetings, and interaction with the project manager and other company employees.
- Communicate with the faculty supervisor **immediately** about any problems in project development, a student team, and/or individual students.

Tentative Schedule (subject to minor adjustments based on project progress and scheduling ease)		
Date	Scheduled Meetings/Agenda	Activities
9/3	<ul style="list-style-type: none"> ▪ Course Overview ▪ Introductions ▪ The Consulting Process ▪ Classic Research Process ▪ Teamwork and Communications Processes 	<ul style="list-style-type: none"> ▪ Practicum Organization ▪ Schedule and prepare for client meetings
By 9/24		<ul style="list-style-type: none"> ▪ Submit client-approved project plan (including timelines)
Interim period		<ul style="list-style-type: none"> ▪ Work on project
10/15	<ul style="list-style-type: none"> ▪ Provide project overview and share specific learnings in relation to the practicums with the class 	<ul style="list-style-type: none"> ▪ Mid-term status presentations to clients (if desired by clients)
Interim period		<ul style="list-style-type: none"> ▪ Work on project
Week of 12/2	<ul style="list-style-type: none"> ▪ Share project goals, methodologies, findings, and recommendations, with the class 	<ul style="list-style-type: none"> ▪ Brief presentation in class ▪ Client Presentations ▪ Submit deliverables to client and professor