

**MKT 382 (05295) – CCIMS Marketing Fellows Practicum  
(Restricted to Marketing Fellows)  
Spring 2013**

**Instructor**

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Tuesdays

3:30–6:30 (workshops/project meetings)

GSB 3.138

The “CCIMS Marketing Fellows Practicum” course consists of a term-length team project coupled with a series of weekly guest lectures. A majority of the projects are sponsored by firms affiliated with the Center for Customer Insight and Marketing Solutions (CCIMS). The speaker series will provide students with an opportunity to view the marketing function from the vantage point of senior marketing executives.

**This course is limited to the current class of CCIMS Marketing Fellows.**

**Course Operation:**

The course is a combination of (i) workshops with senior marketing executives who will share valuable insights about marketing issues from a leadership perspective, and (ii) a term length-project to be conducted in small teams.

We have scheduled six speakers to address the class over the course of the semester. For each guest lecture session, we’ll assign one or two pre-readings that are germane to the speaker’s topic. These will be posted on Blackboard. For each session, we’ll also assign to a small sub-group of students, the task of preparing a session wrap-up and a small slide deck of key take aways.

We have nine project proposals from amongst which we’ll select four-to-five projects – each to be staffed by a 3-4 person team. Projects will typically have two aspects that are typically more interleaved than sequential: (i) breaking down the problem and collecting all the necessary data, and (ii) analyzing all the facts top arrive at a set of recommendations.

Early weeks in the semester will be devoted to kick-off meetings with the project sponsors and the development of the work plan. The finalized work plan is due roughly around mid-February. There will be two final presentations: (i) to the sponsoring company, and (ii) to the class.

**Project Team Structure**

Each practicum team will appoint one student as a Team Contact. The Team Contact’s responsibilities will include coordinating the group’s tasks and serving as a single point of contact with the client.

**Weekly Progress Reports**

Each Team Contact will provide me with a weekly progress report - due by 5 PM on each Monday beginning 1/30. In this weekly progress report you should identify progress in relation to the work plan including the tasks completed in the previous week and tasks planned for each week. In addition, please

highlight areas where you would like inputs from me for the coming week including joining in on conference calls with your clients.

**Evaluation:**

Student's grade in the course will be based partly on performance in the practicum (70% weight) and partly on participation and contributions during the speaker series (30%).

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

- Quality/usefulness of final project deliverables as judged by the instructor and project sponsor
- Depth of knowledge and academic rigor shown within the project's substantive (marketing issue) area
- Professionalism in the conduct of the project
- Individual contribution to the team effort as judged by instructor, project sponsor and team members

Grading for the workshop/speaker series will be based on:

- Peer plus instructor ratings of your contribution to the discussions
- Quality of session summaries
  - PowerPoint slides (max 5 slides) to be submitted shortly after (within 2-3 days) that summarize take-aways from the aggregation of pre-readings and the session's presentation/discussion

**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.
- Communicate with the faculty supervisor *immediately* about any problems in project development, a student team, and/or individual students.

## Marketing Fellows Spring 2013 Syllabus Tentative Schedule

Class	Date	Topic/Speaker	Assignments/Deliverables
1	1/15	• Course kick-off	Review practicum briefs; Read: 1. “Finding the Right Job for Your Product” 2. “How Increasing value to Customers Improves Business Results”
2	1/22	• <b>David Kenyon, CMO, AMD</b> • Practicum organization	Contact projects sponsors and schedule/conduct kick-off meetings
3	1/29	• Practicum team meetings	Refine the problem statement and the project scope
4	2/5	• <b>AT&amp;T/Teradata-tentative</b>	<b>Submit the Practicum Contracting Worksheet</b> Develop the work plan, timeline, and task allocations
5	2/12	• Practicum team meetings	<b>Submit the Practicum Work plan (by COB 2/17)</b>
6	2/19	• Practicum team meetings	Meet deliverables specified in your work plan
7	2/26	• Practicum team meetings	Meet deliverables specified in your work plan
	3/5, 3/12	• <b>GLOBAL WEEK</b>	
8	3/19	• <b>Christine Madigan- VP Responsible Leadership (formerly CMO)</b>	Meet deliverables specified in your work plan
9	3/27	• Practicum team meetings	Meet deliverables specified in your work plan
10	4/2	• <b>Walmart &amp; Supplier (to be named)</b>	Meet deliverables specified in your work plan
11	4/9	• Practicum team meetings	Meet deliverables specified in your work plan
12	4/16	• <b>Rob Malcolm, ex-CMO, Diageo</b>	Meet deliverables specified in your work plan
13	4/23	• Final presentations to class	Meet deliverables specified in your work plan
14	4/30	• Final presentations to class	Meet deliverables specified in your work plan
	5/10		<b>Submit annotated PowerPoint Deck, executive brief for project (for publication on CCIMS and Fellows web sites), and peer evaluations</b>