



Draft Syllabus (Tentative): MKT366P (Marketing Practicum)

Fall 2021: Raghunath S. Rao

MKT366P, Special Projects in Marketing Practicum, affords students the opportunity to apply their marketing knowledge to an actual business situation, working to solve a marketing problem in an experience similar to an internship.

Assessment

Project Status Updates (Team)	10%
Individual Team Contribution (Individual)	10%
Marketing Project Presentation and Materials (Team)	40%
Exercises (Individual)	20%
Individual Class Contribution (Individual)	20%
	100%

Course grading will be plus/minus and will be curved to roughly achieve McCombs target for undergraduate elective courses, A 15%; A- 20%; B+ 25%; B 35%; B- and lower 5%. Final grades will be established by rank in class. There is no predetermined letter-grade distribution and the class's overall performance will be used to set cut-offs for the letter grades.

Attendance at class sessions and instructor meetings is important due to the interactive nature of the course. You may miss one class session for any reason and a second- or third-class session for a documented recruiting event or family emergency. You must be present for more than half the class to be counted as in attendance

Additional details for course requirements will be provided in class, but the following guidelines will give you a sense of what to expect:

PROJECT STATUS UPDATES (10%)

For each instructor meeting, the project team prepares a written status update using the template provided. Status updates should include: current status; key accomplishments since the last report (including the deliverables suggested in the previous class & previous instructor meeting,); notes from client meetings or discussions; work plan for the next two weeks; any issues with making progress on the project. Status updates will be discussed during 10-minute meetings with the instructor in class.

INDIVIDUAL TEAM CONTRIBUTION (10%)

At the end of the semester each team member will evaluate the peers on their team. Peer feedback will be combined with instructor scoring for individual contributions to the team project.

MARKETING PROJECT PRESENTATION AND MATERIALS (40%)

Each student will participate in a marketing project presentation related to marketing strategy evaluation and analysis for their client. Project details will be available on Canvas. Scoring for your final presentation will be a combination of feedback from your client, critiques by classmates, and an instructor score.

MARKETING PROJECT TIMELINE

A detailed timeline will be provided and discussed during the first class day on August 27.

Points will be deducted from a team's marketing project score for not meeting deadlines for intermediate project milestones or for not following instructions for a project milestone. Points will be deducted from an individual's marketing project score for missing a peer critique for other team's presentations. Teams must post all marketing project materials to your team's Team > Files section on Canvas.

EXERCISES (20%)

For most of the non-meeting class sessions, each student will prepare answer to an online exercise. The purpose of these exercises is to give students the opportunity to consider material prior to the discussion in class.

For each assignment, you will be required to submit responses online through Canvas and/or using the web link in the exercise.

Each exercise will be worth up to 10 points. Since the purpose of the exercises is to give you an opportunity to consider concepts, grading of the exercises will be gentle. If you show that you have made a reasonable attempt at the assignment you will receive at least 7 points. Scores above 7 points are reserved for exercise submissions that show exceptional keenness on a given assignment (for example: exceptional accuracy, completeness, or thoughtful analysis, depending on the assignment).

For input into calculating your final grade, we will drop your lowest exercise score. This gives students flexibility should they happen to miss an assignment due to external constraints or demands. Late assignments will not be accepted.

INDIVIDUAL CLASS CONTRIBUTION (20%)

Your individual contribution will be evaluated by the instructor based on your participation during class discussions and instructor meetings.

Some of general criteria for evaluating effective class contribution during class discussions include but are not limited to the following:

- Does the student make *quality* points? Note that your grade will not be a function solely of the amount of airtime you consume. Concise and insightful comments backed by analysis are required for higher scores.
- Does the student participate? For others to learn from your experience, you *must* participate - which means actively offering your insights and constructive criticism.

About half way through the semester you will receive feedback on your class contribution. At the end of the course you will have the opportunity to provide feedback on your own class contribution and that of your classmates.