Course Introduction: 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. This course addresses the question: "How do I develop the professional marketing and business skills that will enable me to develop marketing strategies for a for-profit or not-for-profit enterprise?"

While some of the learning in this course will be through lectures and activities in class, much of the work, and therefore the learning, will happen outside of the classroom: in team meetings; meetings with the client; meetings with the instructor; and individual work.

The course is designed to help the student:

- Gain additional marketing insight and experience by applying marketing concepts to an actual business situation.
- Gain experience acting as a marketing consultant, experiencing the triumphs and challenges of working as part of a team to address a marketing problem.
- Make subsequent marketing studies more meaningful by providing a real-life experience.
- Develop insights and networking contacts that may prove useful in your career.

With some exceptions noted in the class schedule below, class sessions will generally consist of:

- Lecture/class discussions, there will typically be a short exercise due before the beginning of class;
- Project work time for teams to meet as a group and with clients.
- 10-minute meetings for each team to meet the instructor in the classroom (on alternative class days);

During the last two class sessions, student teams will present their findings to the sponsoring client organization as well as present an executive summary of their project to the class.