



## Course Introduction: MKT366P (Marketing Practicum)

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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.