###### MARKETING PRACTICUM

MGT 8803

Spring 2015

Instructor: Goutam Challagalla Office: Room 430 (4212)

Phone: 404-894-4362

Class: 221

Office hours: M 11:00 to 12:00 or by appointment email: [gnc@gatech.edu](mailto:gnc@gatech.edu)

Course Overview

The design of the marketing practicum course is to help students gain experience in solving marketing problems faced by companies. Student teams will pick a project from the companies that have agreed to participate in the course. Student teams will work on this project for the entire semester. Thus, this course will expose participants to marketing and business problems faced by organizations and develop the relevant skills for critically analyzing these problems and providing a tractable solution.

Course objectives

The objectives of this course are to:

1. Expose you to marketing problems faced by companies
2. Equip you with the conceptual frameworks and tools for solving practical marketing problems Student Expectations
3. Treat the project as a client project rather than a class project – you should work with the project sponsor in a similar manner to a professional services firm
4. Participants are expected to liaison with company project sponsor ***every week*** – set up weekly meeting time and keep sponsor informed
5. Meet with professor every week to consult on frameworks and obtain project guidance
6. Develop a plan for all the information you need from the project sponsor and communicate it to them
7. Students must make a presentation and/or prepare a marketing plan. The deliverables will be determined jointly by the instructor and company executives.

Meeting with instructor: Each team must meet with the instructor every week to provide an update and seek direction/guidance.

Grading

Interim report: 10% (due by Feb 17) Project presentation/report: 90%

Please note that the presentation/report will be graded jointly by the instructor and company executives. However, primary emphasis will be placed on the evaluation by the client company. T imelines

* Week 1: Finalize team
* Week 2: Identify a project leader – this individual must manage all communication with the company
* Week 2: Team meeting with project sponsor to understand project objective, scope, and deliverables (in-person or via phone)
* Week 3: Develop a project plan – please be specific about deadlines (*thumb rule: Share all information that you are sending to the company with me*)
* Week 3: Develop an information plan – what information will you need from the project sponsor and submit it to the company?
* Week 3: Assign internal roles
* Week 3 – Week 14: Project execution
* Note: Please have a project debrief with the sponsor to make sure the project is meeting expectation
* Note: I will have a project debrief every month with the project sponsor
* Week of April 14 – Provide project slides/report to me for feedback
* Week of April 28: Project presentations with sponsor and me

###### April 28th : Please submit final deliverable to me by 5 pm

**Honor Code**

You are expected to abide by all provisions of Georgia Tech’s Honor Code available at

w ww.honor.gatech.edu.

In particular, please note the following practices that hurt or help learning in class:

- Obtaining reports / handouts from sources such as previous student reports will be treated as violations of the Honor Code.

If you have any questions about the Honor Code please contact me.

###### Accommodations for disabilities

The instructor will be happy to accommodate students with disabilities per Ga Tech regulations: ADAPTS h ttp://[www.adapts.gatech.edu](http://www.adapts.gatech.edu/)