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# CLIENT BASED LEARNING APPLICATION

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College of Business and Economics

September 2017



**2017-18 Client Based Learning Application**  
*Submit applications to [cbewellcenter@regis.edu](mailto:cbewellcenter@regis.edu)*

Application Date \_\_\_\_\_

**Contact Information**

Organization Name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**Organization Information**

Website address \_\_\_\_\_

Number of years in business \_\_\_\_\_

Number of employees and volunteers \_\_\_\_\_

**Organizational Mission**

*Please write a brief description of your organizational mission, including whether your organization is a non-profit, for-profit or government entity.*

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**Course Alignment**

Below is a chart of courses that offer Client Based Learning opportunities. The full course descriptions and expected outputs are found in the attached document, “CBE Client Based Learning Course Descriptions”. Mark the course/output you believe best aligns with your organizational needs.

See Client Based Learning Manual for full description of course and client expectations		Output class participants will provide to client at end of course \$ - may require additional expense	Mark an X by the class/output you believe aligns best with your organizational needs
<b>Undergraduate Marketing Classes (16 week format)</b>			
BA3330	Marketing Principles	Print Media Marketing Analysis	
BA4410	Influencing Customer Buyer Behavior	Buyer/Consumer Behavior Analysis	
BA4412	Marketing Communication	Advertising & Media Plan - \$	
BA4443	Digital Marketing Media	Digital Media Campaign	
BA4423	Market Research	Market Research Report - \$	
BA4465	Value Chain Management	Value Chain Management Report	
<b>Graduate Marketing Classes (8 week format)</b>			
MKT6030	Marketing Strategy	Organizational Marketing Strategy	
MKT6190	Digital Marketing & Promotion	Digital Media Campaign	
MKT6210	Integrating the Marketing Mix	Four P’s Marketing Plan	
MKT6220	Branding and Promotion	Promotional Plan	
MKT6230	Customer Relationships: Development & Management	CRM Database Assessment - \$	
CBE 6240	Entrepreneurial Innovation	Business Feasibility Study	
<b>Graduate Management and Leadership Classes (8 week format)</b>			
CBE6030	Business Intelligence & Analytics	Business Intelligence Analysis - \$	
MSM6590	Project Monitoring and Delivery	Project Plan Development	

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#### **Executive Summary**

*Please write a high-level summary of what issues or problems the selected output above is envisioned to correct. Typically, the executive summary also provides the background information and general statements regarding the activities purpose. Please limit your answer to no more than 250 words.*

#### **Requirements, Constraints and Assumptions**

*Describe the requirements within which the students and faculty must conform. Specific issues typically addressed include customer, stakeholder and organizational limitations. Please describe the constraints in terms of time, money, and equipment. Please outline any assumptions the team will be working under as the activity goes forward. Please limit your answer to no more than 250 words.*

#### **Student Benefit**

*Please describe how the activity will benefit our students? In the Regis University College of Business and Economics our desire is to develop business leaders who will be **stewards of society**. One paragraph please.*