



CLIENT BASED LEARNING COURSE DESCRIPTIONS

College of Business and Economics



Client Based Learning Course Descriptions

Use these course descriptions to inform your Client Based Learning Application.

Undergraduate Marketing Classes		
Course Name	Client Deliverable	Client Requirements
BA 3330 Marketing Principles	<u>Print Media Marketing Analysis</u> - Analysis of existing marketing plan for print media which will include a market segment analysis and the identification of gaps in strategy. The final project is presented to the client in a presentation at the end of the term.	The organization must provide copies of all existing print based marketing materials including but not limited to brochures, in-kind donation forms, square readers, and large posters. The organization also provides a volunteer liaison who gives an introductory training session at the beginning of the semester. The organization must attend the final student presentation. Target: Private sector, nonprofit or government
BA4410 Influencing Customer Buyer Behavior	<u>Analysis of Buyer/Consumer Behavior</u> - Analysis of a specific marketing segment and branding recommendations for organization. Projects may include but are not limited to: marketing research, branding, promotion, etc. Students must apply consumer behavior concepts to their projects. In the past, students have delivered marketing research data, new logo designs, and promotional materials for an organization.	The organization must attend a class at the beginning of the semester to present an introduction. The organization must attend the final presentation at the end of the semester. The organization must provide any branding guidelines and restrictions that students must follow. Target: Private sector, nonprofit or government.
BA4412 Marketing Communication	<u>Advertising and Media Plan Development</u> – An advertising and media plan (which can include a media schedule) is presented to business based on the survey data. Students research industry regarding advertising and promotion efforts. Present plan to company.	The organization must provide examples of previous advertising and media plans and marketing efforts. The company must provide a customer or client list so students can complete a survey. The organization must be willing to fund survey distribution costs. Target: private sector, nonprofit, government.



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<p>BA 4443 Digital Marketing Media</p>	<p><u>Digital Media Campaign Development</u> - Students are required to submit a final digital media campaign for this organization. They will incorporate what they have learned throughout the course. Over the duration of class, they will create a website, blog with three content posts, an eNewsletter, two social media accounts with content, a YouTube channel, a business video, an SEO plan, and a Google advertising plan.</p>	<p>The organization must provide current marketing plan, past plans and links to all digital media for analysis. Target: Private sector, nonprofit or government.</p>
<p>BA 4423 Market Research</p>	<p><u>Market Research Report</u> - This report is based on survey data that includes quantitative data, qualitative data and market analysis. The class uses various market research methods for interpreting common quantitative data analysis tests, surveying, calculating results and creating a market analysis report.</p>	<p>The organization must make available their current customer list for a survey and possibly for interviews. Companies must be willing to fund survey distribution costs. Target: Private sector, nonprofit or government</p>
<p>BA 4465 Value Chain Management</p>	<p><u>Values Chain Management Report</u> – This comprehensive value chain management plan contemplates sustainable/green innovation and operational efficiency. Key aspects of the plan include:</p> <ul style="list-style-type: none"> • Value Chain Model • Customer Benefit Package (CBP) • Competitive Bench-marketing • Supply Chain and production process • House of Quality Matrix 	<p>The organization must be a “Live Manufacturing Company” with a current supply chain and value chain process. A field trip to manufacturing plan with process demonstrations. Private Sector only.</p>



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	<ul style="list-style-type: none"> Financial Process and sales forecast (3 years) Marketing Strategy for the value chain. 	
Graduate Marketing Classes		
Course Name	Client Deliverable	Client Requirements
MKT 6030 Marketing Strategy	<p>Organizational Marketing Strategy – This comprehensive strategy contains the following elements:</p> <ul style="list-style-type: none"> customer needs assessment target market definition competitor analysis competency and capacity analysis product strategy and tactics price strategy and tactics distribution strategy and tactics integrated promotion matrix financial analysis P&L control plan 	The organization provides their current strategic marketing plan. A secondary market research is conducted to validate elements of a strategic marketing plan. Target: Private sector, nonprofit, government
MKT 6190 Digital Marketing & Promotion (Jennifer)	<p>Digital Media Campaign - Students will create a digital marketing campaign for a company that uses consumer/buyer and competitive research and identifies measurable objectives Over the duration of the course, students will research and assess an organization's or product's/service brand's digital marketplace, customers' wants and needs, competitors' market position, product/service offerings, and owned/paid/earned media options.</p>	The organization must have some type of digital marketing initiative that was implemented within the past year. Target: Private sector, nonprofit, government



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<p>MKT 6210 Integrating the Marketing Mix</p>	<p>Four P's of Marketing Plan - The client receives a strategic marketing plan which includes product, price and place strategies. Using secondary research, students will analyze concept risk assessment, stage gate development of a product, brand strategy definition, pricing strategy integrated to distribution, channel and distribution debate and conclusion, direct sales force compensation and management plan, integrated promotion plan.</p>	<p>The organization must provide the class with the data necessary to complete a risk assessment, stage gate product development and mapping, brand analysis and development, price setting, debate on distribution methods, direct sales management policies. Target: Private sector, nonprofit, government</p>
<p>MKT 6220 Branding and Promotion</p>	<p>Promotional Plan – The goal of this class is to develop an overall branding strategy and promotional plan. The plans include sound marketing/promotional strategies and principles that provide the client with a promotional plan and a brand strategy that can be applied to the organization's current strategy or used to build a new promotional strategy. The Promotional Plan will include the following: branding and messaging, target market, communications strategy, promotion tactics and promotional material rationale, budget and matrices.</p>	<p>The organization provides overview of the organization, promotional needs of the organization, financial data, customer demographics, organizational structure. The client agrees to provide a single point of contact that will be very responsive to student questions via email and/or phone. Target: Private sector, nonprofit, government</p>
<p>MKT6230 Customer Relationships: Development & Management</p>	<p>CRM Database Assessment - Create Customer Prospect & Acquisition Plan, identify highly qualified prospects and prospect conversion program. Develop a</p>	<p>The organization must have a current CRM system or forecasted to develop a new system. Existing company should have prospects and customers to input into system. Client must be willing to fund a</p>



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	customer loyalty and retention campaigns and social media campaign, and build and administer a customer survey	customer/client survey. Target: Private sector, nonprofit or government.
CBE 6240 Entrepreneurial Innovation	<p>Business Feasibility Study - The start-up business/social innovation focused nonprofit will receive a study that contemplate the following:</p> <ul style="list-style-type: none"> • Business feasibility model • Analysis of competition • Key business plan components • Review of the common characteristics of successful entrepreneurs • Business gap analysis within a particular industry (including a cost benefit analysis) • Application of research, innovation and analysis to understand how to build a business • Forecast revenue streams • Equity or debt financing 	The organization must be a startup (less than 12 months of maturity). Target Market: Private sector, social innovation focused nonprofit
Graduate Management and Leadership Classes		
Course Name	Outputs	Inputs Required
CBE6030 Business Intelligence & Analytics	<p>Business Intelligence Analysis - Review of current BI system and needs analysis for an organization. Create a Business Intelligence Plan/Strategy for an organization while discovering the different BI analytics platforms, architecture, design and strategies from a management perspective. Recommendation for new BI features. Create BI Strategy.</p>	The organization will provide access to current BI database for an organization and complete needs analysis. Organizations need existing BI plan and initiatives. Organization must be willing to fund an internship company survey. Target Market: Private sector, social innovation focused nonprofit



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<p>PM 6590 Project Monitoring and Delivery</p>	<p>Project Plan Development The students will produce any five outputs from the list below, specific to the clients needs:</p> <ul style="list-style-type: none"> • Project integration plan • Project scope • Project time line • Project cost plan • Project quality management plan • Project human resources management plan • Project communications management plan • Project risk management plan • Project procurement management plan • Project stakeholder management plan <p>Note: Clients who desire a complete project plan will need to participate in two consecutive terms of the class which will encompass one full semester or two-eight week periods.</p>	<p>The employer must provide a clear project description, project requirements, identify three project outcomes and the internal project supervisor. Target Market: Private sector, social innovation focused nonprofit</p>
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To participate in a Client Based Learning activity, complete the Client Based Learning Application and submit to the CBE WELL Center by the term deadline.

	To be considered for Fall Semester courses	To be considered for Spring Semester courses	To be considered for Summer Semester courses
Client Based Learning Application Deadline	Due by August 1	Due by December 1	Due by April 1