Syllabus
1/10/19

Spring Semester 2019
Marketing Field Projects
BUS 295A
Friday, 12:30-1:50
Sachar Chancellor’s Suite

Instructor: Sharon Thomas
Office: TBD
Office Hours: By appointment
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Prerequisites: Marketing Management

Course Description

This course builds on the learning from Marketing Management of the basic marketing tools: product/service understanding and development, pricing, promotion, distribution, sales management, and customer segmentation. Each student will be a member of a small team (4-6 students) assigned to an active local client facing a real marketing challenge. Before the term begins, the client and professor will define the problem. I will perform the role a partner in a consulting firm would take or an account manager in an advertising agency – which is to define the client’s project, assign roles and monitor progress. Students will work independently against milestone deliverables and communicate directly with client contacts if needed and approved. Key skills that will be utilized and developed include qualitative and quantitative analysis skills, communication skills and creativity. In addition, working as a team will be paramount as will understanding and responding to your client (active listening and client service). This is a unique opportunity to get inside a successful business and gain hands-on experience. It requires intellectual curiosity, maturity, the ability to motivate oneself, excellent communications skills and commitment.

Learning Goals & Outcomes

• You will learn how marketing consultants:
  ✓ Analyze and assess industries and companies
  ✓ Develop quantitative and qualitative analyses
  ✓ Develop and test hypotheses
✓ Communicate with clients and present recommendations in a compelling way including preparing and delivering presentation decks

• Through hands-on interactions with clients, you will learn to:
  ✓ Listen critically and ask good questions
  ✓ Build relationships with those you are “working for”/become a trusted resource
  ✓ Understand the nuances/competing priorities many businesses face
  ✓ Communicate frequently

• By working as a member of a small team, you will practice:
  ✓ Valuing everyone’s unique contributions and styles
  ✓ Balancing leading and following
  ✓ Verbalizing your opinion in a way that is constructive and that keeps the project on track
  ✓ Communicating clearly and often so that everyone is on board

Workload Expectation
As this is a four-credit course, you are expected to spend approximately 9 hours working on your client project per week in preparation for and in addition to our weekly 2-3 hours of meeting/s.

Course Approach
This is a field projects course so you will receive a client assignment and execute it. It is not an opportunity to go wide – we will go deep on the client issue with the intention of delivering real, actionable results. Work will be structured as if the client hired you as a small team of consultants. As the professor, I will set the expectations with the client, set the work pace, review everything before the client sees it and act as the liaison on most things (except day-to-day work as deemed appropriate by each client).

I have detailed the expected milestone deliverables below; we will follow a three phase approach:

• Phase One: Discovery
• Phase Two: Analysis
• Phase Three: Recommendations

Each phase should take approximately one month.

Course Materials

Textbook: There is no required textbook for the course. A Framework for Marketing Management, written by Philip Kotler and Kevin Lane Keller, and published by Pearson, Prentice Hall is helpful, optional and widely available. I am also a fan of Seth Godin who
has written many marketing books. His earliest, *Permission Marketing*, still holds up today and his latest, *All Marketers are Liars*, both offer unique insights into the field. Finally, an excellent general business book is *Business Adventures*.

**Syllabus Changes & Updates**
My intention is to follow the syllabus as presented. However, changes to both order and content might occur based on client need, progress, team dynamics and circumstances outside of our control. Please check LATTE and email frequently.

**Disabilities**
If you are a student with a documented disability on record at Brandeis University and wish to have a reasonable accommodation made for you in this class, please see me immediately.

**Academic Honesty**
You are expected to be honest in all of your academic work. Please consult Brandeis University *Rights and Responsibilities* for all policies and procedures related to academic integrity. Students may be required to submit work to TurnItIn.com software to verify originality. Allegations of alleged academic dishonesty will be forwarded to the Director of Academic Integrity. Sanctions for academic dishonesty can include failing grades and/or suspension from the university. Citation and research assistance can be found at [LTS - Library guides](#).

**Grading Components**
For the purpose of grading, students will be assessed as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Small team ongoing results</td>
<td>20%</td>
</tr>
<tr>
<td>Small team final deliverable</td>
<td>20%</td>
</tr>
<tr>
<td>Individual contributions</td>
<td>20%</td>
</tr>
<tr>
<td>Ability to work as a member of a team</td>
<td>20%</td>
</tr>
<tr>
<td>Client feedback</td>
<td>20%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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60% of your grade is based on your output. 40% is based on how you get there (peer review and client satisfaction with the process).

**Components in Detail**

*Small team ongoing results:* During Phases One and Two, I will ask for deliverables and judge the quality of those deliverables (analyses, surveys, report outs, client communications, decks…). One grade for all team members.
**Small team final deliverable:** Each project will culminate in a final presentation. Further detail will be provided but this will be graded based on both the content and presentation. One grade for all team members.

**Individual contributions:** I will grade each student individually based on the work output I see, the timeliness, attendance at meetings, contributions to meetings and other specific task completion at the person level.

**Ability to work as a member of a team:** Peer feedback will be obtained from fellow team members. More details to come.

**Client feedback:** I will ask each client for detailed feedback about the course and project. I will only assess those things under your control. May be group or individual feedback.

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**Calendar & Work Flow**

We will meet at least once a week on Fridays (no class on 2/22, 4/19, 4/26). How we structure that time TDB. We may also choose to set up regular, small team meetings on Tuesdays.

**Week #1:** Introductions/Client Projects/Teams  
Fri, 1/18

**Weeks #2-4:** Phase One: Discovery  
1/22-2/8 (no class 1/21)

**Weeks #5-9:** Phase Two: Analysis  
2/11-3/22 (no class 2/18-2/22)

**Weeks #10-12:** Phase Three: Recommendations  
3/25-4/12

**Week #13:** Client Presentations: develop  
4/15-4/18 (no class 4/19)  
(no class 4/22-4/26)

**Week #14:** Present to Clients  
4/29-5/3