MKT 4395 - Capstone Senior Project - Marketing

This course is intended to complement theory and provide an in-depth, hands-on experience in all aspects of a real business project. Students will work in teams as consultants on projects of interest to industry and will be involved in specifying the problem and its solution, designing and analyzing the solution, and developing recommended solutions. The deliverables will include reports that document these steps as well as a final project report, including the challenges faced by the team. Students are expected to make comprehensive marketing decisions via the case analysis method. Also, students will either develop a marketing plan for a client organization or use a marketing simulation to learn how to make and implement comprehensive marketing decisions associated with socially responsible products, promotions, pricing, and channel distribution practices. The course integrates the strategic and tactical aspects of marketing while identifying ethical marketing practices. Prerequisites: BCOM 4300 and MKT 3330 and MKT 4330 and Junior or Senior standing. (3-0) S