

Semester Consulting Project

with

UW Marketing Students



What is it?

Partnership between a group (or multiple groups) of upper-division marketing students and a client desiring marketing assistance. Students complete one deliverable each week for ten weeks, culminating in a final report and presentation of marketing solutions. Marketing assistance in the past has included such things as:

- Rebranding
- Market research
- Target market expansion/restriction
- Strategic vision & marketing alignment
- Design of new marketing communications
- SEO recommendations
- Social media marketing
- Website optimization
- New product/service development
- AI integration
- Physical evidence redesign
- Pricing analysis

What is gained from it?

Students gain real-life consulting experience and an opportunity to apply their marketing skills gained in the classroom. Students work in small groups to provide a diverse set of marketing ideas for a client both in written report and presentation form. These ideas will be supported by primary data that is collected and analyzed along with visual exemplars of promotional ideas, and a detailed budget of costs.

Clients gain new perspectives on marketing challenges. At the end of the project, the client will listen to final presentation(s) of marketing ideas and also receive a written report detailing ideas and implementation strategies.

How long does it last?

One semester – fall or spring.

What is required of the client?

Interact with a student group(s) in some form during the semester (e.g., zoom, phone call, or emails). Frequency and length of meetings will be set in a client contract form at the beginning of the project as a conversation between the group and the client as to what is best and most feasible. At the end of the semester, provide feedback on the final marketing plan(s) and presentation(s) at the end of the semester.

Who do I contact for more information?

Dr. Elizabeth Minton (eminton@uwyo.edu), Assoc. Prof. of Marketing and instructor of Adv. Marketing Management.

Ready to get started?

Email Elizabeth with answers to these four questions:

1. Name and best contact information for students to reach out to (i.e., the main point of contact for the project)
2. A 1-2 sentence overview of your organization + any key links for where to learn more (websites, social media, or can attach flyers/brochures too)
3. How many groups would you be interested in working with (could be a range).
4. Bullet point list of your key marketing needs/desires from the students (you can put anything you like on this list and then narrow it down once you learn about specific student skillsets)