



UNIVERSITY of  
**HOUSTON**  
YOU ARE THE PRIDE  
C. T. BAUER COLLEGE of BUSINESS

## Bauer Digital Marketing Lab

A FULL IMMERSION DIGITAL MARKETING  
AGENCY EXPERIENCE FOR BAUER  
MBA/MS CANDIDATES

The Bauer Digital Marketing Lab is a unique program offered to students as part of the MBA/MS curriculum at the C.T. Bauer College of Business by the Department of Marketing and Entrepreneurship.

This is a 3 credit hour course commitment for graduate students. Its primary purpose is to provide the strongest of our MBA/MS candidates with a total immersion into a live, high value Digital Marketing Engagement where students will conduct a robust digital audit (social media, SEO, Paid Search, email

marketing, user experience, google analytics, etc.) for a live client and provide detailed recommendations for the client moving forward. Students will also manage a Paid Search Campaign for the client.

### Bauer Digital Marketing Lab

For more information contact:

Steve Koch:  
[sfkoch@uh.edu](mailto:sfkoch@uh.edu)

Anita Perez  
[Anita@TopSpotIMS.com](mailto:Anita@TopSpotIMS.com)

### Past Digital Marketing Lab Clients:

Houston Symphony  
Crave Cupcakes  
Children's Museum of Houston  
Alley Theatre  
Albert Pujols Foundation  
Saint Arnold Brewery  
The Kolache Factory  
Houston Grand Opera  
Houston Dynamo  
River Oaks Chamber Orchestra  
Space Center Houston