



MS Marketing Program Required Course: MARK 7397 Practical Marketing Analysis

Learning Goals	Objective
Analytical Problem Solving Skills	Students will be able to articulate logical solutions to complex or unstructured marketing problems
Research Skills	Students will be able to identify appropriate information sources and/or data relevant to marketing-related issues
Written Communication	Students will demonstrate effective written communication skills when communicating marketing-related information
Oral Communication	Students will demonstrate effective oral communication skills when communicating marketing-related information

These are the learning goals we submitted to the university in establishing this degree program. Bauer judges the extent to which these learning goals are met via faculty evaluations of your project. You conduct that project in the MARK 7397 class you sign up for, normally during your last semester in the program. The class doesn't meet; it simply provides a means for you to get course credit for your project. I will help you to decide on that project.

Then after you complete your project, I and at least one other member of the Marketing & Entrepreneurship faculty will evaluate it as a written document and also your presentation of it. Please think about the project as a document you could proudly show to a potential employer, to explain what problem solving and research skills enabled you to conduct it. Please consider also that the faculty members to whom you present it may question you about what you did and what you would do differently/better if conducting a similar project in the future.

Suggestions (NOT exhaustive) ---

1. Find a real organization with a marketing-related problem to solve, decision to make, or action already taken that they would like to evaluate. Become an unpaid consultant and prepare a report, something like 15-20 pages plus a list of sources consulted (**be sure there are some, in addition to data from the organization itself, cited in the text of your paper**) and appendices that show your analytical work and anything else a reader might like to see. **Note: If you don't feel like an accountant while preparing your analysis, you are not doing what we have in mind. Any marketing approach you suggest is likely to cost money. The burden of suggesting a break-even payoff is yours, and is likely to involve estimating the lifetime value of a customer.**

2. Understand the difference between any of those three undertakings above and simply being unpaid labor, which is NOT what we have in mind. You are not available to make calls promoting the organization, set up a Website, or merge datasets. You are analyzing a situation, using data.
3. If the organization wants to be anonymous in your report and presentation, that's fine; they become Company x. However, if so, I require a letter signed by someone in that organization saying that you did the project for them and that they requested anonymity.
4. Please start the process by talking with me about the project you have in mind. I will ask you to prepare a one-page summary that tells me what you plan to do, how you plan to do it, and (briefly) why it will be useful to the client organization. I will sign off on that when you have a version we both think is useful and can be accomplished as you plan. Then you can use that one-page description to recruit from the Marketing & Entrepreneurship faculty a second evaluator for your project. Every student presents to two of us: someone you select who agrees to take on that role, in addition to me.
5. Your project report should contain a statement of your objective in undertaking this project, enough background material that we understand the situation, then what you did, why you did it that way, what you found out, and what you conclude. The easiest way to frame the project is to compare two possible marketing expenditures, give the reader their actual costs, then calculate the break-even from both, based on how many customers would be required to offset the cost, or how many repeat customers, or some intermediate measure that you tie to potential revenue based on a justification that is based on your research, and/or historical data – something. Then you look at those two scenarios, tell the client which you recommend (or both), and why.
6. It's fine to ask for help from any faculty member in our Marketing & Entrepreneurship department, or from librarians at the UH Library, who are better than any of us at knowing what is online where. It's also fine to ask someone at the UH Writing Center to look over your report. With those exceptions, we expect the project to be a solo effort on your part.
7. Questions? Betsy Gelb, gelb@uh.edu

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