Marketing  
COURSE NUMBER: 29:010:430  
COURSE TITLE: Marketing Consulting for Small Business

COURSE DESCRIPTION

This course builds upon academic marketing knowledge by working on “real life” marketing consulting projects requested by small businesses enrolled with the SBDC program. Students in this course must identify and understand the key issues, formulate models, complete analyses, and apply course knowledge to solve real-world problems. Projects change each semester depending on the current requirements of the client, but always focus on specific issues within marketing. Client visits will be included to better understand the project scope and work with principals at the small businesses. The culmination of the project will be a formal presentation to the client in the classroom and submission of a report on the same day. The presentation and report will include the Rutgers team approach, data analysis, findings and recommendations.

Examples of projects may include but not be limited to:

1. Market Audit  
2. Competitive Analysis  
3. Market Research  
4. Digital Marketing including Social Media implementation  
5. Brand Strategy and Management  
6. New Product Planning and Implementation

COURSE MATERIALS

Required Materials
No formal text book is required. The course will be supplemented with suggested reading materials appropriate to the particular project and industry, plus project management, consulting and marketing technique articles.

When visiting client sites (or when client is scheduled to visit the classroom), proper business attire is required (e.g. no blue jeans) and please plan to be at their site at least 15 minutes early. DO NOT BE LATE. Our small business partners are important to us and it is not appropriate to have them wait for your arrival.

Course Objectives

1. Apply academic learnings to a “real life” marketing project within a tight schedule.  
2. Build and enhance project management, presentation and team building skills.  
3. Improve benchmarking skills, by identifying and using information to support and improve your client project recommendations
Teaching Method

The first couple of weeks of the course will focus on team assignments, expectations and actions necessary for a successful project. Regular conference calls with the Client are required, plus team meetings to review the project status, make necessary assignments, review & analyze data and draw conclusions. A midterm project review will be held to access the status of each team’s project in order for me and other students to provide feedback and make adjustments as necessary. Teams will make final presentations on Wednesday, December 10th to the clients and entire class. Teams’ presentation time will be determined by me and client availability on December 10th.

Students must be enrolled in Blackboard to access the posted material. The URL is:
http://blackboard.rutgers.edu

Grading

15% **Class/Project Participation.** Both individual’s participation in class and on their assigned team will be considered. Ability to organize with other team members, make individual assignments, attend team meetings and presentations, meet time commitments and overall approach to the project. (Anonymous individual feedback via Survey Monkey will be considered, but I make the final decision based on my observations).

20% **Assigned Cases and Exercises** that will provide an opportunity to practice the new consulting, project management and marketing skill sets that you learn in class.

45% **Final Industry Project** is based on direct client feedback and satisfaction and the instructor’s overall project evaluation. (Client Feedback via a Survey Monkey will be used as an input, but the Professor makes the final decision based on his observations). A Power Point presentation will be made to the Client. In addition, a written paper must be provided to the Client. This paper includes the scope, team approach, findings and support documentation and formal recommendations. Final Client presentation and final paper must be provided in both hard copy (Word document) and an electronic copy versions.

20% **Professional Enhancement** (details below)

100% Total

Class/Project Participation

Class/Project participation is included in the above grading. Both individual’s participation in class and on their assigned team will be considered. Ability to organize with other team members, attend team meetings and presentations, meet time commitments and overall approach to the project. Your participation includes attending and participating in conference calls with your
client. (Anonymous individual feedback via Survey Monkey will be considered, but I will make
the final decision based on my observations). As part of your participation grade, you will be
required to meet with me to discuss your career goals and objectives in the field of marketing.

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**Assigned Cases and Exercises**

These assignments will provide an opportunity to practice the new consulting, project management and
marketing skill sets that you learn in class. These assignments will be provided before or during class
time.

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**Team Project Assignments and Analysis**

You select your team. If a student strongly desires to be placed on another team, that will be
allowed only if a member from another team volunteers to switch teams with the student
requesting such a change. No team changes will be allowed after the second class. Teams will
write a SOW (Statement of Work) or Scope document which describes the project. This is to be
considered a starting point, but part of the learning process is that teams will have to speak with
the Client and obtain a written and signed agreement defining the “Scope”. This must be
completed in the first four weeks of class in order to meet the final deadlines. You meet your
assigned client the third week of class.

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**Team Project Evaluation**

Team evaluation is based on direct small business feedback and satisfaction and my overall project
evaluation.

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**Professional Enhancement**

All students will be required to attend at two external professional association meetings preferably
marketing related. The student has to obtain prior approval from me before attending his or her
selected meetings. The student will be required to write two onepage papers describing what
he/she learned at the events.

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**Peer Evaluations**

Anonymous individual feedback via Survey Monkey will be considered, but I will make the
final decision based on my observations.

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**Attendance and Electronic Device Class Policy**

If you miss two or more classes without informing me in advance and without good reason, your
participation grade will be reduced up to a full letter grade. For example, if you are a B+ student in
class participation and you miss two classes (without informing me or have a valid excuse), the
best participation grade you can earn is a C+. Miss four classes and your grade will be an “F” for
class participation. Because you are working with your team and your client, it is extremely
important that you not only attend, but actively participate in class. Treat it as your job. If you
don’t show up to work without a valid excuse, you can’t expect to keep your job for long. I do understand that there are circumstances that may require you to miss a class so informing me in advance will help you here, but does NOT remove your responsibility for all assigned work.

**PLEASE NOTE:** Please adhere to professional behavior in class. Cellphones turned to ‘vibrate’ and other electronic devices should be shut off during class. Also refrain from texting, chatting, checking Facebook or Twitter, reading the newspaper, wearing headsets, etc. Such behavior is RUDE and will result in an automatic full letter grade reduction for the Class Participation portion of the course.

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**Special Exception**

As with all graded assignments, a special exception can be made with the instructor for unusual circumstances, such as a family illness. It will be the obligation of the student to inform the instructor of the special circumstance. Once an exception is approved, the student must work with the instructor to complete the assignment(s).

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**Academic Misconduct**

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. All suspected incidents of academic misconduct will be referred to an Academic Integrity Facilitator for investigation. Unfortunately, Rutgers students are failed or suspended every year for violations of academic integrity. If you have any doubt what constitutes a violation of academic integrity, please visit the Student Judicial Affairs website [http://academicintegrity.rutgers.edu/](http://academicintegrity.rutgers.edu/).

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**Disability Accommodations**

*If you need an accommodation based on the impact of a disability, please arrange an appointment with me as soon as possible. We need to discuss the course format and explore potential accommodations. I rely on the Office of Disability Services [http://disabilityservices-uw.rutgers.edu/](http://disabilityservices-uw.rutgers.edu/) for assistance in verifying need and developing accommodation strategies. You should start the verification process as soon as possible.*
Class Schedule

9/4 Discussion of syllabus and course expectations, Fundamentals of Consulting
9/11 Fundamentals of Consulting, Former Students Share Experiences
9/18 Meet with Client
9/25 Project Management
10/2 Project Research, **NO CLASS 10/9**
10/11 Team Meetings with Professor Toncre, **FIRST PROF ENHANCEMENT ASSIGNMENT DUE, SPECIAL PRESENTATION FROM KPMG**
10/16 Individual Student Meetings
10/23 Class Exercises
10/30 Project Management, Peer Evaluation Review—First Dry Run Presentation of Project Deliverables
11/6 Project Management
11/13 Project Management, **SECOND PROF ENHANCEMENT ASSIGNMENT DUE**
11/20 **Dress Rehearsal for Final Presentations**
11/27 **NO CLASS, HAPPY THANKSGIVING**
12/4 **Final Presentations to Client, Final Papers Are Due**