



# SAINT FRANCIS

## UNIVERSITY

become that someone

### **Shields School of Business**

#### **MKTG 404: Marketing Management, Community Engagement Course**

#### **Client-Consultant Project Contract**

**Spring 2021**

Students in MKTG 404 follow a client-consultant model to create a "real world" integrated marketing proposal, while studying the dynamic theories behind integrated marketing and marketing management. Each semester marketplace clients are assigned to student teams. One team member acts as the client liaison.

#### Project Objectives:

The marketing planning process consists of the following:

- 1) Comprehensive situational analysis including SWOT, Marketing Opportunity Analysis, and social media audit.
- 2) Establish the client's marketing goals.
- 3) Define the marketing objectives and tactics.
- 4) Determine the target, secondary, and potential audiences.
- 5) Identify any restrictions (i.e. budgets).
- 6) Determine segmentation and positioning strategies.
- 7) Identify strategic components of the promotional mix.
- 8) Incorporate corporate social responsibility efforts.
- 9) Create a holistic integrated marketing campaign with 2-3 creative deliverables.
- 10) Determine methods of measurability and evaluation.
- 11) Prepare and present the final marketing planning project in written and oral formats.

#### Client Responsibilities:

The client is asked to meet with the student team in the beginning of the semester at SFU's Shield School of Business, Schwab Hall, to address the project details and scope, responsibilities, and the client's particular marketing problems or opportunities, as well as any general questions about the project. Students will then compose a situational analysis / SWOT and Marketing Opportunity Analysis as first steps. Due to University COVID-19 restrictions, we are required to use virtual meeting format for client meetings during the Spring 2021 semester.

As we move through the marketing planning process, the client liaison will keep the client updated, seek input and confirm approvals, as we establish the positioning statement, marketing goals and objectives and so on. Email is the primary venue for correspondence.

Clients are responsible for providing approval via written form, email, for the team to move forward to the next step. Clients are asked to be timely with input and approvals (48 hour turnaround via email is requested) to allow for the team to complete required steps and meet deadlines as we move through the marketing research process. Our timeline is tight as this project is completed within one semester.

We request that the student team visit the client company or organization for field research purposes by mid-semester, yet due to COVID-19 restrictions, this may or may not be possible via virtual format. .

Client is also invited to the final presentation of the Marketing Management Projects at the end of the semester via ZOOM meeting. Clients will be given an e-copy of the final project and presentation. Exact date of presentation to be advised by client liaison to client by mid-semester.

Clients are asked to provide a final evaluation at the end of the semester on the overall experience, proposal and presentation.

Clients are also asked to remember that this is a student project and the overall goal is to provide both beneficial marketing planning and strategic recommendations for the client, but also a beneficial, collaborative learning experience for the students.

**Student Team Responsibilities:**

Students are to successfully complete all steps of the marketing planning process, while integrating theory and concepts learned from class content, textbook, discussions, and supplementary materials.

Students are to approach and engage the marketing planning process in an ethical and respectful manner following our Franciscan ideals.

Client liaison (one per team) is to be the sole contact with clients and to keep clients updated in a timely and respectful manner. Client liaison is to request input and approvals from clients with a requested 48- hour turnaround. Client liaison is to seek input from clients through each step and request approvals in writing via email documentation.

Client to complete project evaluation survey at the end of the project.

By signing this contract, I acknowledge and accept the responsibilities of MKTG 404: Marketing Planning Client-Consultant Project, and thereby will abide by the project's requirements to delivery a successful, enriching, and collaborative learning experience and deliverables of a strategic and comprehensive marketing planning project and presentation.

Client:

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print name

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signature

Student Team:

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