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## MGMT 42910: Experiential Marketing

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Instructors:	Professors Chad Allred, Jinsuh Lee, and Sang Woo Shin
Class Meetings:	By appointment with individual teams, and full-class meetings as specified below

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### Course Description

In this course, students learn to apply marketing concepts to real world marketing problems. Projects are varied and may involve marketing plan development for a start-up, market research, analysis of marketing data, digital marketing, search engine marketing, web design, and social entrepreneurship. Clients include Purdue Marketing Advisory Board members, entrepreneurs working with Purdue's Foundry and Discovery Park, Purdue Research Park start-ups, small and medium-size Indiana businesses, and non-profit organizations. Students are given flexibility in selecting projects of interest.

### Course Objectives

Upon completion of this course, students will have acquired experience in applying concepts learned in marketing and other classes to real world problems. The students will also have gained practical knowledge in the stages of project management including problem formulation, selection of a research approach to addressing a marketing problem, and collection of secondary and primary data. Further, the students will have gained experience in integrating the findings from a project analysis into a consistent whole and making specific recommendations for decision-making in real world situations. Finally, the students will have been exposed to the challenges of working in teams to achieve projects goals.

### Course Materials

Announcements and course materials, including templates for items to be submitted, will be posted on **Blackboard** ([mycourses.purdue.edu](https://mycourses.purdue.edu)). *Students are responsible for getting information from the website in a timely manner.*

*Recommended Reading: The McKinsey Way, Ethan Raisel (available at major bookstores)*

### Course Format

Students will work in teams on their assigned project and meet weekly with the professor to provide progress updates and discuss planned work. The only all-class meetings will be the first day of class and a midterm update.

## Course Schedule

On the first day of class, the instructor(s) will provide descriptions of the project options. Students will submit their project preferences via Blackboard no later than noon of Friday of the first week of classes. The instructor(s) will form teams by taking into account student preferences as well as the mix of team abilities and backgrounds, and will notify the students their team assignments no later than Wednesday of the second week of classes. Once teams are formed, each student team will make the initial contact with the project sponsor company, determine the scope of the project, and sign proper legal agreements. Each student is expected to devote a minimum of 4-6 hours per week on their project, including a weekly meeting with the professor. The professor may require additional meetings if needed.

Teams are responsible for scheduling weekly meetings with the professor via Outlook at least 48 hour in advance. For each meeting, there should be a team member designated to lead the discussion and a progress report following the format provided in Blackboard.

## Course Grading

Course grading is based on the successful completion of the project and on-time submission of the required documents as noted in the schedule. While projects are done in teams, evaluation is individual and will be based on participation during team meetings, contribution to the project, and peer evaluations.

## Additional Guidelines for Client Communication

- Teams should appoint a single team member as the contact point for all client communication.
- Teams should complete background research on the sponsoring company and the specific facility prior to the initial company meeting.
- The professor will attend client meetings (in-person, calls, or webinars) in an observational role. It is expected that a designated team member leads the discussion and provides a written agenda.
- Students are expected to provide their own transportation for company visits in the Greater Lafayette area.
- For company visits outside of the Greater Lafayette area, the professor will drive the team in a university vehicle, and must have 48 hours' notice to make necessary arrangements.
- Students may be asked to sign Non-Disclosure Agreements and teams must take all reasonable measures to protect client information.

## Purdue University Code of Honor

The purpose of the Purdue University academic community is to search for truth and to endeavor to communicate with each other. Self-discipline and a sense of social obligation within each individual are necessary for the fulfillment of these goals. It is the responsibility of all Purdue

students to live by this code, not out of fear of the consequences of its violation, but out of personal self-respect. As human beings we are obliged to conduct ourselves with high integrity. As members of the civil community we have to conduct ourselves as responsible citizens in accordance with the rules and regulations governing all residents of the state of Indiana and of the local community. As members of the Purdue University community, we have the responsibility to observe all University regulations.

To foster a climate of trust and high standards of academic achievement, Purdue University is committed to cultivating academic integrity and expects students to exhibit the highest standards of honor in their scholastic endeavors. Academic integrity is essential to the success of Purdue University's mission. As members of the academic community, our foremost interest is toward achieving noble educational goals and our foremost responsibility is to ensure that academic honesty prevails.

### **Academic Dishonesty**

There will be zero tolerance for academic dishonesty. This includes plagiarism, cheating, and falsification of data or its analysis. Students engaging in such behavior will receive no credit for the associated coursework.

### **Adverse Weather Conditions**

The University takes into consideration local and regional weather conditions, travel conditions and decisions by local school districts when deciding whether to delay, dismiss or cancel classes and/or routine operations for an entire campus due to Adverse Weather Conditions. When conditions warrant, a decision to delay, dismiss, or cancel classes and/or routine operations is coordinated with appropriate local city, county or state officials and communicated to faculty, staff and students of the affected campus. The decision to delay, dismiss or cancel classes and/or routine operations for the West Lafayette campus is made by the President and for each of the Regional Campuses it is made by the Chancellor.

The President and the Chancellors will each assign a designee for such purposes to act in his or her absence.

### **Adaptive Programs Statement**

Students with disabilities must be registered with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided. If a student is eligible for academic accommodations because the student has a documented disability that will impact the student's work in this class, please schedule an appointment with the professor to discuss the needs.

### **Emergency Statement**

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances.