

## **Mktg 495: Marketing and Sales Consultancy**

### **Marketing, Analytics & Prof Sales**

Application of marketing and sales strategy to a real-world problem presented by an actual organization. Students work together as a marketing consulting team to help resolve a current marketing issue. The teams work under the direction of a faculty adviser who guides their work and serves as a resource for the team. By participating in the course, students get hands-on experience in tools aimed at identifying and describing marketing problems/opportunities, using ideation and design thinking tools to develop creative ideas, and applying marketing mix elements in implementing the proposed plan.

3 Credits

### **Prerequisites**

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

### **Instruction Type(s)**

- Lecture: Lecture for Mktg 495

### **Subject Areas**

- [Marketing/Marketing Management, General](#)

### **Related Areas**

- [International Marketing](#)
- [Marketing Research](#)

