Consulting Project
MKBu 4457

COURSE DESCRIPTION
A team of undergraduate students will have the opportunity to participate in a one semester project acting as consultants in an advisory role. Students will be given a consulting project and asked to complete a plan for a final course of action for which a company can undertake. Students will apply their academic and individual expertise to the development of this plan.

CONDUCT OF COURSE
Students will be divided into a group of 6+ students. Juniors and seniors will be eligible to participate. Assigned meetings will be arranged by the faculty advisor. Based on the completion of defined goals, a semester long project will be submitted in written form in addition to a formal oral presentation given to the client, and faculty advisor. This is a three credit course.

COMPANY PARTICIPATION
Clients and consulting projects will be selected by the Program Director. Both for profit and non-profit organizations will participate. Progress reports will be submitted to the client throughout the semester. Clients from the New York metropolitan area will be eligible to participate.

CONSULTING PROJECTS
Projects could be available in all areas of business. This may include: marketing, finance, accounting, information systems, and management. In addition, some projects may include all of the aforementioned areas.

PROJECT CONTENT
During the first week, a project statement will be created to develop a framework for the completion of the consulting project. A written proposal will be presented to the company within two weeks. As mentioned there will be a formal final presentation with Power Point slides at the end of the semester.
The final report will include:

Executive Summary

Introduction

Situational Analysis
**Political/Legal Environment
**Economic Environment
**Technological Environment
**Social/Cultural Environment
**Demand Trends
**Demographics

Target Market Analysis

Competitive Analysis

Organizational Analysis
   SWOT Analysis

Goals and Objectives

Strategies

Tactics

Financial Analysis

Summary

Appendix
   Support Materials
   Power Point Slides
COURSE GRADE

The client will evaluate the final project.
The faculty advisor will be responsible for final grades.
The Director will evaluate client feedback.
A letter grade will be given in the course based upon each student's specific contribution to the overall project.
MANDATORY MEETING DATES:

Will take place 6:00-9:00 Tuesday, Wednesday and/or Thursdays. (Dates may vary)

May 29
*Course Review
*Initial Briefing
*Division of Project Responsibilities

May 30
*Project Statement and Discussion (Completed in Class)
Written Proposal
-Introduction
-Problem Statement
-Methodology
-Project Goal
-Conclusion/Summary

June 5
*Secondary Data Analysis Paper Due
Situational Analysis
-Political/Legal Environment
-Economic Environment
-Technological Environment
-Social/Cultural Environment
-Demand Trends
-Demographics

*Target Market Analysis Paper Due

*SWOT Analysis Paper Due

June 6
*Marketing Objectives
*Marketing Strategies
*Marketing Tactics

June 12
*Marketing Tactics Update

June 19
*Marketing Tactics Update

June 26
* Trial Presentation/PowerPoint Completed

June 27
* Written Document and PowerPoint Presentation
These meetings will be supplemented with any additional meetings the student participants decide upon. MANDATORY ATTENDANCE AT EACH SESSION.

REMEMBER: This is a team project and requires the effort of ALL of you. I am certain that you will develop an outstanding final project for your client. GOOD LUCK........