

VCU School of Business
MBA's and Other Graduate Students
Get a Valuable Professional Experience

Working on a "Team-Based" Project focusing on International Business (while earning 3 credits)
MKTG 691 – *Global Market Analysis and Application* – Summer 2017
Mondays 6:00 pm - 8:40 pm (May 22 – Friday, August 11, 2017)

Dr. Van R. Wood, Professor of International Marketing and Philip Morris Chair in International Business (see – www.ciba.vcu.edu) and **Adjunct Professor – Ms. Holly Pearce** (Virginia Economic Development Partnership Trade Specialist – see - <http://exportvirginia.org/contact-us/contact-trade-manager/holly-pearce/>) will be offering two sections of MKTG 691 graduate – level - guided study, 3-credit course to students this summer - 2017.

This elective course will focus on Globalization Market Analysis and Application, and will require enrolled students to – 1) grasp the basics of global marketing strategy and implementation and 2) prepare an internationally focused market research proposal and 3) develop a strategically focused report for a "real world" company, organization or entrepreneur (the "client") facing both opportunities and challenges in the global business arena. Students will typically work in teams of 3-5 members and will basically undertake a "consulting" study that provides answers to a "client's" questions. Companies and/or organizations cooperating in this course will be designated by Dr. Wood and Professor Pearce.

This course is intended to give participating students an opportunity to experience the issues confronting business in today's global business environment and the decisions that have to be made by managers or entrepreneurs competing in the international marketplace. It is also intended to be flexible in timing and respond to enrolled students' needs with respect to their schedules. **While this course has a specific time slot assigned to it (day and time – see above), this schedule is not "set in stone" and thus this course will not conflict with any other courses that interested students may be thinking of taking this summer 2017.**

As such, the course will allow student teams flexibility in the time needed to complete their assigned project that is the core of this course (all projects must be completed and presented in both report format – hard copy and electronic copy - and verbally to their "client", during the early to mid- part of August 2017). During the first "formal" class meeting (yet to be scheduled, but anticipated to be one evening session during the period May 22 to May 26) all students will meet with Dr. Wood and Professor Pearce as a class for – 1) discussion on global marketing strategy and 2) to hear from their respective "clients" (prior to this week, teams will be formed, team projects will be assigned and the company representatives that will be the "clients" of each team will be established).

Following this "formal" class meeting, students will work independently (again, in teams) on their assigned projects, with their assigned company "client" and will interact with Dr. Wood and Professor Pearce mostly by e-mail, Black Board or in-person consultations as needed. Again, the class is constructed to be flexible in term of schedule, yet also to mirror a "real world" team-based, client focused, consulting project. Final grades are based on – 1) team written report (50%), 2) team verbal presentation to the "client" (50%).

This is a hands-on, action-oriented course that will give participating students a chance to research and propose meaningful global marketing strategies to the organizations, manager(s) or entrepreneurs with whom they will be collaborating. **In the past, students have not only gained valuable experience, and excellent line on their resumes from this undertaking, but some students in the class have been hired by the participating company for which they "consulted."**

Those interested should **contact Dr. Van R. Wood (cell – 804 – 519 - 2022) or e-mail – vrwood@vcu.edu (please send a short note of why you are interested in this course and attach a copy of your resume).**

Enrollment is limited and is by permission only, from Dr. Wood.