

Marketing 350: Integrated Marketing Communications



Fall, 2019

Bullet points about impact

- Point 1 Students cared about the client and project, so they put more effort into it and produced professional results.
- Point 2 CBL experiences are a win-win for student and client.
- Point 3 Students' ideas will help a local business become more relevant, improve, and grow.
- Point 4 Students are inspired and engaged when working on CBL projects. They care more and work harder. They get more out of their education; it sets them up for success.

PROJECT PURPOSE AND RESULTS

Students in the MKT 350: Integrated Marketing Communications class gained relevant experience while learning how to create a marketing plan for a local restaurant and catering business.

Student comment: "I have learned how challenging it can be to put marketing campaigns together, even for a small, local restaurant. We all have many good ideas, but the hard part is not coming up with the ideas; it is figuring out how to implement them and get them out to the public in a cost realistic manner that will actually draw customers in."

Student comment: "This can help me appreciate the importance of a successful marketing plan and can also help me bring ideas to whatever company I end up working for. Being able to say that I have done a marketing plan for a real world business can look really good on a resume, and be a good talking point in an interview."

Client comment: "I know these ideas will help improve my business financially, allowing us to continue to invest in the community and business. I am most proud of the buy-in from the students. They all worked exceptionally hard, produced great work, and engaged/asked questions. Many of them came from the business aside from class to gain understanding. I have never seen a class so engaged."

