

MGT 6345 Syllabus

Marketing Practicum, Sections AO and EMO, 3 Credits

Fall 2026

Instructor Information

Instructor: Niket Jindal

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General Course Information

Description

This course provides students with hands-on experience in applying marketing principles in a real-world setting. Through a supervised practicum, students will work with an organization on marketing projects, gaining exposure to strategic planning, project execution, and performance analysis. The course integrates academic learning with professional development.

Course Learning Outcomes

Upon successful completion of this course, you should be able to:

- Work with a client and manage communications, expectations, checkpoints, goal alignment, budget, deliverables, research, etc.
- Work with a team and manage communications, workload, assignments, conflict, ideation, etc.
- Engage in client discovery; including market research, competitor research, client research, and customer research to gather, analyze, and synthesize the necessary information to enable project success
- Develop a marketing strategy that delivers on client goals
- Implement that strategy and see it through to successful execution

Required Course Materials

None.

Grading Policy:

Components

- Instructor evaluation, 40%
- Team (peer) evaluations, 30%
- Client evaluation, 30%

Grade Distribution

- A: 90 – 100
- B: 80 – 89.9
- C: 70 – 79.9
- D: 60 – 69.9
- F: < 60

Description of Graded Components

This course is an entirely project-based course intended to give you the opportunity to learn by working on an actual marketing consulting project. You will be assigned a team and a client at the beginning of class, and your project will be to deliver on the specific ask from your assigned client. This will involve initial client discovery meetings, the generation of a guiding project brief, research, strategizing, and executing on whatever implementation plan is agreed upon between the team and the client.

It is inherent to the nature of the course that class will be entirely different for each team, as the projects will differ entirely. Every effort will be made to get students on teams that are of interest to them, though it may not be possible for every student to get their first choice.

Students will be graded by the client, their teammates, and the instructor on their effort, their communication and responsiveness, their creativity and analytical thinking, their contributions to the project, their execution, and their collegiality as teammates and consultants.

Course Policies

Attendance and Participation

Students are expected to have **regular** meetings each week (besides internal team meetings, ideally at least 2 more – an internal meeting with the instructor, and a client meeting with the managing individual from the client side). In addition, it is expected that students will put in the appropriate additional amount of time and effort to deliver

excellent results to their clients, to be great teammates, and to be responsive to the instructor as well.

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.