



**MGT 4345: Marketing Consulting Practicum  
Fall 2026**

Section B: M/W 11:00am to 12:15pm, SCOB221

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**Professor:** Francis M. Ulgado, PhD  
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**Office hours:** At your convenience – just set up an appointment.

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\*The best way to contact me is via email. I check it regularly and will get back to you as soon as possible, most likely within 24 hours unless it is a weekend or holiday.

*Students requiring accommodations or special assistance with course requirements should contact me as soon as possible to discuss appropriate academic accommodations for qualified students with disabilities.*

**COURSE OBJECTIVES**

1. To gain experience managing an actual marketing consulting project for a real client, including but not limited to:
  - a. Working with a client and managing communications, expectations, checkpoints, goal alignment, budget, deliverables, research, etc.
  - b. Working with a team and managing team communications, workload, assignments, conflict, ideation, etc.
  - c. Client discovery; including market research, competitor research, client research, and consumer research in order to gather, analyze and synthesize all the necessary information to enable project success.
  - d. Developing a marketing strategy that delivers on client goals.
  - e. Implementing that strategy and seeing it through to successful execution in the marketplace.

**COURSE MATERIALS**

**None.**

## **COURSE CONTENT**

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 discover 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 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.

As needed, subject matter experts (SMEs) may be 'hired' to assist with projects. In these cases, it is also critical that teams are responsive to and communicate clearly with those SMEs in order to ensure project success.

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. These three evaluations are the only contributing factors to the grade for the course.

Above all, the hope is that this will be a ton of fun and a great growth opportunity. Best of luck!

## **COURSE EVALUATION**

### **Evaluation:**

| <b>Component</b>            | <b>Weight</b> | <b>Grading Distribution</b> |
|-----------------------------|---------------|-----------------------------|
| Teammate (Peer) Evaluations | 30%           | A: 90-100                   |
| Instructor Evaluation       | 40%           | B: 80-89.9                  |
| Client Evaluation           | 30%           | C: 70-79.9                  |
| <b>TOTAL</b>                | <b>100%</b>   | D: 60-69.9<br>F: <60        |