

Marketing 6345 – Strategic Marketing Practicum

Fall 2026 – Scheller School of Business

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Office Hours: Wednesdays and Fridays at 12:00 p.m. or 6:30 p.m. by appointment

Recommended Reading:

[“Strategic Marketing Management” \(11th Edition\)](#) By Alexander Chernev (2025)

Course Overview and Educational Objectives:

Step beyond the classroom and into the real world of marketing strategy.

This Marketing Practicum course empowers students to transform their education into actionable expertise by collaborating directly with local businesses. Working in dynamic teams, students will tackle real-world challenges, applying marketing principles and leveraging tools such as the 4Ps, 5Cs, competitive analysis, Return on Ad Spend (RoAS), Return on Investment (ROI), GAP analysis, and product and brand positioning.

End of Semester Deliverables:

This course is designed to inspire creative thinking, build professional confidence, and bridge the gap between theory and practice, equipping students with the skills and experience to excel in the dynamic field of marketing.

Students will develop strategic marketing plans and initiatives, culminating in a fully scoped project complete with a professional presentation and supplemental materials.

Previous projects have focused on:

- New Product Development & GTM (Go-To-Market) Strategy
- Blue Ocean Market Entry
- Competitive Acquisition Analysis
- Market & Channel Expansion
- Long-Term Growth Roadmaps

Teams will be organized in a ranking system, with each student providing their priority rankings of each project to the instructor via email.

Each team will meet with their company partner weekly, engaging in insightful discussions, presenting preliminary research, and receiving real-time feedback to refine their strategies.

The minimum expectation is one internal meeting and one client-facing meeting weekly. In both meetings, it is expected that the students come prepared to present recent work agreed to complete as well as ideas and constructive feedback and support to the other students in the group.

Overall grade will be reflected in the deliverables, as well as attendance and engagement in weekly meetings with client partner.

The grading weights are as follows:

- **Attendance – 10%**
 - Attendance grade will reflect showing up to client meetings, working well and participating actively in classwork and in group sessions
 - We understand that life happens. You can miss up to two (2) meetings with clients without penalty – after that each missed meeting will be one (1) point reduced.
 - Attendance will be logged at each client-facing meeting.
- **SOW Project Brief – 5%**
 - This is a group assignment. Upon approval of the SOW Project Brief by the client this will be considered completed.
 - **Due Date:** Thursday, June 18th 2026
- **Mid-Term Class Check-in – 5%**
 - The Mid-term class check-in will be evaluated on the presentation and level of effort provided by each group member.
 - It is expected that each teammate presents a portion of the mid-term class check-in.
- **Team Peer Evaluation – 10%**
 - Peer evaluations are graded on a 1 to 5 from 10 questions. (Example [here](#))
 - The percentage score of the collective peer evaluations will be the percentage of the evaluation.
- **Client Evaluation – 30%**
 - Clients will be provided a survey (example linked [here](#))
- **Final Client Deliverable and Presentation – 40%**
 - The Client will determine 20% of the deliverable's grade
 - The presentation will be 20% of the final grade:
 - It is expected that each teammate presents a portion of final presentation and actively participate

Your final grade will be assigned as a letter grade according to the following scale:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

The first few weeks of the course will feature lectures via ZOOM at 6:30 p.m. est.

Class Code of Conduct

In this course, we treat each other — students, instructors, and guests — with respect and professionalism at all times.

That means:

- Listening actively and engaging respectfully, even when we disagree.
- Communicating clearly and constructively, in person and online.
- Contributing fairly to group work and honoring commitments.
- Respecting diverse perspectives, experiences, and ideas.

Violations of this policy — including disrespectful behavior, harassment, or unprofessional conduct — will not be tolerated and may be referred to the University for review and action. Please review the Honor Code in the resources section below for additional information.

Weekly Coursework Calendar

Week 1:

TBD @ 6:30 p.m. to 8:00 p.m. -- Class Introduction

- Review of Syllabus
- Class Expectations
- Projects and Deliverables

What Makes a Good Strategic Marketing Plan

- Thinking in Strategic Frameworks: The GSTIC Model
- Example Marketing Plan

Week 2:

TBD

Week 3:

TBD: Lecture @ 6:30 p.m. to 8:30 p.m. – Team Assignments, First Steps, and Initial Deliverables

- Client Project Overview and Next Steps
- First Steps: Where to Begin. The Basics of Consulting
 - Asking Insightful Questions
 - Understanding the Business Model
 - Finding Goals, Objectives, and Pain Points
 - Find the “*why*” and the Optimal Value Proposition
 - Set Expectations with Client
 - Be Consistent and Reliable
- Example Strategic Marketing Plan
- Initial Deliverables – A Project Brief

Weeks 4-15:

Meetings with Clients to Build Project Deliverables:

- Instructor will join the weekly meetings with clients and teams to develop scoped projects and deliverables
- Assessments, research, presentation decks, and other information will be reviewed weekly and saved to shared drives

Special Activities/Deliverables on Specific Weeks

Week 8:

TBD: Mid-Term Check-in Presentations - 6:30 p.m. to 8:30 p.m.

Students will prepare a 5-8 slide presentation on:

- Overview of the Project
- Scope of The Project
- Key Deliverables
- Status of Project
- Key Early Takeaways
- Next Steps
- Questions

Week 17:

Presentations with client partners and student class (**Rooms and/or Meeting Links will be provided closer to the event**)

Evaluations completed

Grading and course completed by TBD.

Key Resources:

The Office of Disability Services (<https://disabilityservices.gatech.edu>) and other student resources.

Georgia Tech Honor Code (<https://policylibrary.gatech.edu/student-life/academic-honor-code>).

Student-Faculty Expectations Agreement (<https://catalog.gatech.edu/rules/21>).

Academic Calendar (<https://registrar.gatech.edu/future-academic-calendar>)