

# Mktg 495: Marketing and Sales Consultancy

## Marketing

Application of marketing and sales strategy to a real-world problem presented by an actual organization. Students work together as a marketing consulting team to help resolve a current marketing issue. The teams work under the direction of a faculty adviser who guides their work and serves as a resource for the team. By participating in the course, students get hands-on experience in tools aimed at identifying and describing marketing problems/opportunities, using ideation and design thinking tools to develop creative ideas, and applying marketing mix elements in implementing the proposed plan.

3 Credits

### Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for Mktg 495

### Subject Areas

- [Marketing/Marketing Management, General](#)

### Related Areas

- [International Marketing](#)
- [Marketing Research](#)

