



**SAN DIEGO STATE
UNIVERSITY**

Leadership Starts Here

INTEGRATED MARKETING COMMUNICATIONS (IMC) CONSULTING PROJECT

MKTG 472

Have leading IMC students consult for your company!

Marketing 472 is the capstone course for students specializing in IMC at SDSU. The course structure has students form into groups ranging from 5 to 8 (depending on the size and scope of the project) representing an IMC agency. Through this program, students will develop a complete IMC plan for the client that includes:

- a situation analysis (conducting secondary and primary research)
- developing communications objectives
- developing message strategies
- allocating the budget
- developing media strategy among IMC program elements (e.g., advertising, public relations, direct marketing, internet marketing, sales promotions, social media)
- establishing measures and metrics of program effectiveness

Students' final grades are based on completion of this plan and a formal presentation to the client.

PAST CLIENTS

Past clients have included Apple, GM, Honda, Marvin K Brown, Telluride Ski Resorts, the FBI, L.L. Bean, Wendy's, Anheuser Busch, Saturn, Viasat, and numerous others as well as various non-profits including the Old Globe, the New River Project, I Love Schools.com, Thrive Public Schools, SD Opera, NAMBI, and Community Rowing of SD. We hope you will consider joining these prestigious organizations in using IMC strategy to your benefit!

CLIENT RESPONSIBILITIES

To participate, clients are asked for the following commitments:

- complete an information sheet related to the company/organization/objectives
- presentation of the company/product to the MKTG 472 students at the beginning of the semester at SDSU (1-hour commitment)
- co-operation with the students' needs/requests
- attendance at the final presentation at the end of the semester at SDSU (1 hour commitment)

FEE

- If you are a for profit: \$500 contribution to IMC Centre, which will be used to the benefits of the students (on-campus events, seminars, conferences, etc.)
- If you are non-profit or start-up: \$0 (\$500 is waived)

PROJECT DELIVERABLES

At the conclusion of the project, each client will receive one copy of the final Integrated Marketing Communications plan created by the IMC team. The plan will also be formally presented to the client in one of the final weeks of the semester.

CONTACT

For more information on how your organization can take part in this program, please contact:

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