

Course Curriculum

Class #	Topic	Goals	Readings	In-Class Project	Assignments Due
1	Hour 1: Multicultural Marketing Overview; Hour 2: Consulting Skills	Review and understand the scope and importance of multucultural marketing and urban enterprise development. Orientation to a successful consulting experience. Discussion in this session will cover effective team building strategies, methods of developing a team contract, and ways that culture and experience can be used to build an effective team.	Module 1, pp. 1-10; Module 3, pp. 106-117.	Discussion of individual experiences with diversity; Team building exercises	
2	HOURL1: Urban Demographics and Marketing; Competitive Advantage of the Inner City; HOURL 2: Preparing for initial client meetings	To learn about the concept of competitive advantage and to learn how inner city firms can identify and capitalize on their advantage to increase revenues or improve performance in other areas. Students will gain the necessary perspective for a successful initial client meeting	Module 1 (sections on demography & geography); Module 4, pp. 132-36.	Students will develop a list of questions for the initial client meeting	
3	Evening: Client Meetings				
3	60 Minutes: Debrief initial client metings; 30 Minutes: Research Overview	Students will debrief initial meeting and make plans for next steps. Basic research methods will be reviewed.	Module 5; skim and use later as a reference	Group postmortem report; review of research methods	Signed consulting contract
4	Team meetings and/or site visits				Signed team contract
5	30 minutes: Library Research; 90 minutes: Microsoft Project.	Students will learn basic secondary research skills. MS Project will be presented and applied in developing a "Workplan" for your group project.	Module 5, pp. 189-194; Module 3, pp. 118-130.	Review of secondary research sources in Foster Library. Use of MS Project.	
6	Reaching Escape Velocity: Small Business Growth Strategies	Students will learn about strategies for reaching escape velocity.	Module 2; skim and use later as a reference		Project Management Plan

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7	Developing financial projections	Students will learn how to construct financial projections for their clients	Module 4, pp. 163-74; p. 280		
8	Individual team meetings with faculty to review research plan (20 minutes for each meeting)	Each team will finalize its research plan following a review of the plan by a faculty member.	Refer to Module 5 as needed		
9	Marketing to a Diverse Customer Base	Students will learn about market segmentation and differences in demand for a variety of products and services based on a range of demographic characteristics	Module 6, 219-226; Module 1 (sections on behavioral factors)		
10	Business plan and marketing plan basics	Students will learn the basic structures of business and marketing plans as a way of organizing information for their clients.	Module 7 (skim and use later as a reference)		Business Case Statements
11	Team meetings and/or site visits				
12	15 minute team meetings with faculty to review progress of work				
13	Using the Web for small business marketing	Students will learn how small businesses can use the web to improve customer service and reach new clients.	Module 6, pp. 237-246.		
14	Action plans for evaluating business changes and decisions; assessing resource availability for project implementation and determining implementation sequences.	Students will learn how to work with their clients to make decisions about how to phase-in company decisions and changes.	Module 7, pp. 286-291.	Teams will discuss how their company should sequence implementation of the team's recommendations.	Preliminary Recommendations

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15	Each team will meet with one instructor to review business preliminary recommendations and progress on consulting projects				
16	Hour 1: Developing project recommendations; Hour 2: Oral and Written Reports	Teams will leave this class with consensus on the recommendations/next steps that will be included in the final client report. Students will learn how to prepare effective written and oral reports for business owners.	Sections of Module 7 as needed.		
17	Bringing a consulting project to a close	Students will discuss how to get final buy-in from clients and how to close a consulting relationship.	Sections of Module 7 as needed.		Draft Written Report
18	Class release time: Students meet in their teams to discuss bringing the project to a close.	Students will finalize their plans to insure equal report writing responsibilities.			
19	Each team will meet with one instructor to review draft written report. Each meeting will last 20-30 minutes	Teams will receive feedback on their draft final report and gain a clear understanding of what they need to do to complete their work.			
20	Each team will meet with one instructor to review powerpoint slides that will be used in the oral presentation on March 13	Students will complete a practice oral presentation and receive critique from their Alumni Advisors and Rotary Mentor	Sections of Module 7 as needed.		
21	Final Student Presentations				Oral Presentation
Finals	Final Written Reports Due				Final Written Report; Peer Evaluations