The Marketing Practicum provides an immersive, hands-on opportunity for Cox Senior marketing students to gain invaluable experience by developing a comprehensive strategic marketing plan for FOX Sports through their innovative FOX Sports University Program. During the semester student teams will:

- Execute primary consumer research.
- Develop an in-depth marketing strategy and campaign based on client objectives.
- Formally present your strategy and campaign to senior level FOX Sports executives.
- Receive formal feedback from the client.
- **Compete for the opportunity to have FOX Sports implement your team’s marketing campaign and participate in the execution process!**
  - Students work in teams based upon personal interests and areas of expertise.
  - Class time is used for team meetings, consultations with the professor and FOX Sports executives, and guest speakers.

A Practicum class member who was hired by a digital marketing agency said, *“My boss has since told me that the Marketing Practicum is one of the main reasons they hired me over the other people that they interviewed. They wanted someone with a couple years of experience, but the Practicum showed them that I had gained great experience while in college and was ready for this position.”*

**Prior Class Projects:**

Teams developed marketing campaigns to increase broadcast viewership and fan engagement with Dallas Stars hockey.

Teams developed innovative national marketing campaigns to reinforce FOX Sports 1, the 24 hour sports network, as the world’s premiere soccer viewing destination.

Teams developed marketing campaigns to increase viewing of Conference USA and Big 12 football. To view the winning campaign’s “Sofa Stadium” television commercial go to [https://www.youtube.com/watch?v=S5O3I20fTRM](https://www.youtube.com/watch?v=S5O3I20fTRM) and the “Behind the Scenes” piece: [https://www.youtube.com/watch?v=gd-kZFG9P8k](https://www.youtube.com/watch?v=gd-kZFG9P8k)

Admission to the Marketing Practicum is by application only. Applications received by **Midnight, Monday, October 16, 2017** will receive acceptance status prior to the beginning of Spring 2018 Registration.
HOW TO APPLY
to the Spring 2018 Marketing Practicum

This is a "hands on" course and enrollment must be limited. Students do not need to have a passionate interest in sports to participate. The class focus is MARKETING.

This course is open to Cox Marketing Majors graduating in May, August or December 2018. Although this course has an Honors designation, non-Honors students are encouraged to apply.

Course pre-requisites: Fundamentals of Marketing and Market Research. (Market Research can be taken concurrently with this class.)

Students are selected for this class based on the following criteria:

- Track record of solid academic performance, such as strong SMU GPAs and Marketing GPAs
- SMU and Cox Citizenship
- Personal Statement
- Resume

To apply for the Marketing Practicum electronically submit the following:

- Marketing Practicum Application Form
- Current Resume
- Personal Statement: This class has a higher level of decision-making freedom than most classes and group projects require. Write a one-page statement why you believe you can perform well in a class environment that requires a high degree of self-responsibility and motivation along with strong group and communication skills.

Submit completed application materials electronically to:
Prof. Judy Foxman: jfoxman@smu.edu by Midnight, Monday, October 16, 2017

Those applications received by Midnight, Monday, October 16, 2017 will receive acceptance status prior to the beginning of Spring 2018 Registration.

For further information contact:
Prof. Judy Foxman
jfoxman@smu.edu
312 Fincher Building; 214-768-4104