SPRING 2021 MARKETING PRACTICUM
MKTG 5345 VIRTUAL Mondays and Wednesdays 3:30 - 4:50 pm
Prof. Judy Foxman, Senior Lecturer of Marketing

The Marketing Practicum provides an immersive opportunity for Cox Senior Marketing students to gain invaluable experience by developing a comprehensive strategic marketing plan for an actual company.

We are excited to announce that for the 10th year our client will be FOX Sports Southwest, the regional broadcast network for the Dallas Mavericks, Dallas Cowboys, Texas Rangers, Dallas Stars, San Antonio Spurs, Oklahoma City Thunder, and New Orleans Pelicans. Class teams compete to be chosen the Winning Team by the client at the end of the semester!

During this 360-degree learning experience, each student team will:

- Execute primary consumer research.
- Develop an in-depth marketing strategy and campaign based on client objectives and your consumer research.
- Engage throughout the semester with our clients who are genuinely interested in the outcome of your team’s research and marketing campaign.
- Formally present your strategy and campaign to senior-level business executives.
- Receive formal feedback from the client.
- Compete for the opportunity to have FOX Sports Southwest implement YOUR team’s marketing campaign!

Class Format and Opportunities:

- Class time is used for team meetings, consultations with the professor and clients, and guest speakers.
- Students strengthen and gain key skills in market research • creative concept development • project management • client relations • leadership • public speaking • business writing • teamwork.
- Prospective employers gravitate to our Marketing Practicum students! The experience gained in the Practicum gives our class members a unique story to share in job interviews.

Prior Class Projects:

Teams developed marketing campaigns to increase broadcast viewership on FOX Sports Southwest and fan engagement with the Dallas Mavericks basketball and Dallas Stars hockey teams.

Teams developed innovative national marketing campaigns to reinforce FOX Sports 1, the 24-hour sports network, as the world’s premiere soccer viewing destination.
How to Apply to the Spring 2021 Marketing Practicum

Course Pre-requisites:
- Cox Marketing Majors graduating in May, August, or December 2021. Although this course has an Honors designation, non-Honors students are encouraged to apply.
- Fundamentals of Marketing and Market Research. (Market Research can be taken concurrently with this class.)

Course Selection Criteria:
- Track record of solid academic performance, with strong SMU & Marketing GPAs
- SMU and Cox Citizenship
- Personal Statement
- Resume

To apply for the Marketing Practicum, submit the following:

1. Marketing Practicum Application Form
2. Current Resume
3. Personal Statement: This class has a higher level of decision-making freedom than most classes and group projects require. Write a 1-2 page statement why you believe you can perform well in an environment that requires a high degree of self-responsibility and motivation along with strong group and communication skills.

Submit the three completed application materials electronically to:
Prof. Judy Foxman: jfoxman@smu.edu by Monday, October 26, 2020

This is a unique class and enrollment must be limited. To register for the Marketing Practicum, you must be accepted into the course. Applications received by Monday October 26 will receive acceptance status before Spring 2021 registration begins.

For further information contact: Prof. Judy Foxman - jfoxman@smu.edu

Zoom Information Session: Monday, Oct. 19 at 4:00PM
https://smu.zoom.us/j/96178040802?pwd=cStqcnhZcHd6TEJzR0FS SFAxSXiZQT09
Passcode: 270504

Application Form & Zoom Link with Phone Numbers Available at:
https://www.smu.edu/Cox/Departments/FacultyDirectory/FoxmanJudy