



SPRING 2020 MARKETING PRACTICUM

MKTG 5345 Mondays and Wednesdays 3:30 - 4:50 pm

Prof. Judy Foxman, Senior Lecturer of Marketing

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 Southwest**, the regional network for the Dallas Mavericks, Dallas Cowboys, Texas Rangers, Dallas Stars, San Antonio Spurs, Oklahoma City Thunder and New Orleans Pelicans. During the semester student teams will:

- Execute primary consumer research.
- Develop an in-depth marketing strategy and campaign based on client objectives and your consumer research.
- Formally present your strategy and campaign to senior level **FOX Sports Southwest** and team executives.
- Receive formal feedback from the client.
- **Compete for the opportunity to have FOX Sports Southwest implement your team's marketing campaign and participate in the execution process!**
- Each student team works as a marketing consultant to our clients.
- Class time is used for team meetings, consultations with the professor and FOX Sports Southwest 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 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.

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=S5O3l20fTRM> and the "Behind the Scenes" piece: <https://www.youtube.com/watch?v=qd-kZFG9P8k>



HOW TO APPLY

to the Spring 2020 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 2020. 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 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
Midnight, Wednesday, October 16, 2019

To register for the Marketing Practicum, you must be accepted into the course.
Those applications received by **Midnight, Wednesday, October 16, 2019** will receive acceptance status prior to the beginning of Spring 2020 Registration.

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

Application Form Available at:
<https://www.smu.edu/Cox/Departments/FacultyDirectory/FoxmanJudy>