Marketing Strategy Case Competition- MAR 4933

Brief:

**Course Description**

This course is designed for students who wish to further develop their marketing and business skills by participating in a specific case-based competition sponsored and/or administered by a national or regional professional organization. This class is part of the American Marketing Association International Collegiate Competition.

**The skills you will develop include:**

* Gathering research (surveys, interviews, focus groups, observations)
* Analyzing and coding data from primary research
* Collecting secondary research (articles, websites, case studies)
* Applying collected research data to key strategic marketing decisions (i.e., critical thinking)
* Creating and developing an Integrated Marketing Communication plan (IMC).
* Evaluating & measuring the strategic plan
* Budgeting in timeline for the client.

*The Florida Atlantic University AMA Team won Honorable Mention in 2020 & 2021 competition. We ranked in the top 27 schools out of 76 that competed this year. The AMA Team also won the FAU OURI Competition 2 years in a row.*

**Who should enroll in this class**? Students who are:

* Highly motivated
* Creative Problem Solvers
* Familiar with basic marketing principles
* Organized and meet deadlines-time management
* Team players
* Comfortable presenting
* College of Business juniors or seniors

Preferable: internship experience & detail oriented

**How to Apply:**

* <https://docs.google.com/forms/d/e/1FAIpQLSfhBn3I_04fhgMdXLYwpvvs3vw5xq-Nw9WqP1MqC7SuvmWXRA/viewform>
* Professor Acello will contact you if you have been approved for the course
* Once approved you will receive a permit to register
* This class will only accept 15 students

**Benefits of being in the class**:

* You will become an AMA Member upon registration into the class.
* Opportunity to be recognized internationally at the AMA Annual Conference
* Build your skills and resume
* Enter other research competitions
* Recognition from the University and College of Business
* Networking opportunities
* Travel to New Orleans