

## **Work with my students**

**My graduate- and undergrad-level marketing courses generally consist of seven to 30 students, majoring in marketing as well as other fields both within and outside of the business school.**

**I invite you to join us in creating a substantial marketing project that will benefit you and your company or department while providing an enriching, experiential learning opportunity for our students.**

Depending on the specific course, my students will develop a marketing plan for you or create a strategic case study based on marketing strategic and analytical tools including the Four Ps (product, price, promotion, and place), social media marketing, environment analysis, consumer behavior, brand management, and more.

Your project will be one that can be completed effectively during a 15-week semester, or eight weeks for an online class. We do not expect any financial disclosure but you may choose to provide the class with a general idea of what you would expect to spend on this project if you choose to move forward based on our ideas.

Your time commitment for this project includes the following:

1. Meet the students on Dominican University's campus in River Forest to introduce them to your business and answer their questions. This would take place near the beginning of the semester (September or January). Depending on the class time and other circumstances, this meeting can also take place at your office or facility or via Skype or other digital means.
  - For an online class, we generally pre-record a conversation between you (and your team) and me, and I will guide you toward sharing the information my class will need.

2. Join us for the students' final presentations near the end of the semester (December or April/May). This can also take place at your facility or via digital communication depending on the class time and other circumstances.
  - For an online class, these presentations might be recorded or might not occur.
3. Review the students' final papers (all grading will be done by me, and your input is welcome)
4. Be available to answer student questions throughout the semester. I will gather questions and share them with you to suit your schedule and avoid repetitive questions.
  - Many clients will add a mid-semester visit or Skype session to directly address student questions and give updates or progress reports
5. After the semester, at your convenience, meet with me in person or by phone to discuss your next steps or any questions based on the project.
6. Complete a brief online survey for the Brennan School of Business to share your thoughts on the project and your overall experience.

In addition, if you like you can meet or talk to me to help you define your marketing needs and develop the project before meeting the students.

**For more information, contact me at my school address, [daron@dom.edu](mailto:daron@dom.edu) or call me at 312-898-1972.**