MKT 399.019: Independent Study (Winter Term, 2014)

Instructor: David Wooten

Mon/Wed, 1:00pm - 2:30pm

This independent study is designed to give students an opportunity to get "hands-on" experience applying marketing concepts to a current marketing issue facing an actual client sponsor. To that end, teams of students will work independently under the guidance of the instructor to design a marketing program to address a marketing need identified by a professional sports team. Although the details of the project have not been finalized, the project sponsors are Fox Sports Detroit (through the Fox Creative University Program) and the Detroit Tigers. At the end of the semester, student teams will present their ideas to a panel of judges consisting of representatives from the sponsoring companies who will implement key aspects of the winning idea. For example, the Detroit Piston's recently unveiled a new advertising campaign using the theme proposed by last year's winning team. The project sponsors will be on campus for an initial project kickoff, a midterm feedback session, and final presentations. Otherwise, students are expected to use the designated class time to work independently with their teams and/or provide occasional status updates to the instructor.

The following is the project description provided by Fox Sports:

University of Michigan and FOX Sports Detroit Spring 2015 Project

Objective: Create concepts and ideas that formulate an overarching campaign focused on increasing viewership for FOX Sports Detroit in relation to our on-air talent that supports the Tigers, Red Wings and Pistons.

Goals of the project include:

• Increase viewership (18-34 year old demo)
• Connect sports fans with FOX Sports Detroit’s local talent
• Highlight expansive content
• Digital and social activations
• Potential marketing stunts
• Use LIVE event viewing to our advantage

Please let me know if you need anything else. Thanks!

Interested juniors and seniors may register directly for this course via Wolverine Access until the course has reached its capacity. NOTE: In order to find MKT 399.019 in a search through Wolverine Access, you must turn on the "Include Independent Study Classes" filter.
More information:

CU Website: http://foxcreativeuniversity.com/school/umich/Fall-2012