MP Electives

BUS 549: Goizueta Marketing Strategy Consultancy (GMSC)

Professor Reshma Shah
## What is GMSC?

### Description:

*Goizueta Marketing Strategy Consultancy*, a GBS pillar of excellence, utilizes a proven and rigorous methodology that drives innovative ideas to deliver effective marketing & strategy solutions to leading global organizations.

**Prior clients have included**: The Coca-Cola Company, IHG, Focus Brands, GE, Newell Rubbermaid, Georgia-Pacific, Odwalla, Carnival, Delta, & UPS among others.

### Key Events & Activities

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>October 24 –</td>
<td>Client and Project Overview Night</td>
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<td>October 30 –</td>
<td>Student Team Formation Survey DUE</td>
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<td>November 9 –</td>
<td>Meet Your Team</td>
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<tr>
<td>January 10-11 -</td>
<td>GMSC Boot Camp (2 Days before Spring Classes begin)</td>
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<td>May 8 –</td>
<td>Presentation Day</td>
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### You should participate in GMSC if you...

- Would like to participate in a **comprehensive marketing consulting engagement** with a **large enterprise client** and gain **real-world experience** solving complex marketing strategy problems
- Want **enhanced preparation for your summer internship**; learning how to break down and solve unstructured problems, conduct/synthesize research and present sound strategic recommendations
- Hope to **differentiate yourself** in the marketplace from students in other MBA programs seeking marketing or consulting careers via real-world experience
What Will You Learn?

• Structured Problem Solving
• Application of Marketing & Strategy Frameworks
• Industry and Competitor Analysis
• Creative Problem Solving
• Market Research – Secondary and Primary
• Marketing Effectiveness Measurement
• Team Dynamics and Team Management
• Client Management
• Persuasive Communications – Oral and Written

1. Define Problem
2. Structure Project
3. Research and Collect Data
4. Analyze Data and Synthesize Insights
5. Develop Recommendations
6. Communicate Recommendations
Leadership Team

Saxon Seay, Managing Director
Lauren Pernick, Director of Marketing
Gillian Koh & Ryan Chappell, Co-Directors of Client Relations
Diana Retter, Director of Student Teams
Brandon Smith, Director of Community Relations and Judging
Amritha Alladi, Director of Academics
Mario Martinez, Director of Finance & Operations
Dr. Reshma Shah, Faculty Advisor
Questions?