

**Governance, Communications and Recruitment (GoCore)
Committee Meeting of Faculty Senate**

November 12, 2019
3:00 PM – 5:00 PM
Rm 2312G D.H. Hill Library

Minutes

Attendees: Chris Ashwell, Natalie Cooke (Co-Chair), Barbara Kirby (Co-Chair), Andrey Kuznetsov, and Troy Pinkins

Absent: Dave Aspnes, Maria Collins, Chad Jordan, and David Fitzpatrick

Guests:

- Jessica Jameson, Professor & Department Head, Department of Communication
- Tom Byrnes, Senior Lecturer, Poole College of Management

Discussion: Collaboration with student practicum courses for Spring 2020

The committee heard from guests and discovered the following:

- There are two student capstone courses in the Department of Communication – one for undergraduates and another for graduate students.
- The Masters-level version (COM 529: Communication Campaigns) is taught by Dr. James Kiwanuka-Tondo, who has expertise in health communication. Details about the class structure include:
 - Students enrolled in this course are planning to pursue careers in public relations, strategic communication, and consulting.
 - Students work in groups, and each group has a client. Clients range from on-campus partners to non-profit community entities.
 - Student groups complete a needs assessment (SWOT analysis), conduct focus groups and other research to determine the best way to communicate (e-mails, newsletter, social media, etc.), and then develop goals, specific tasks to complete goal, and recommendations for how to carry out that plan.
 - Sometimes students can then complete an internship in the following semester, to carry out the proposed plan.
 - The focus of the experience should be communication, which could include communication that is internal to NC State but external to Faculty Senate.
 - In order to be a partner, the GoCore Committee would need to determine a liaison for students to contact. Clients go to class at the beginning of the semester to tell the students the needs, which allows students to choose the client. At the end of the semester, partners return to class for final presentations.

- BUS 495: Marketing and Sales Practicum is a course taught by Tom Byrnes. Materials for potential community partners are attached at the end of the minutes. Detail about the course structure include:
 - Many of the undergraduate students enrolled in the course have taken marketing essentials and marketing research coursework and have experience in web-based surveys and focus groups. They also have taken another 400-level course so they may have knowledge on negotiation skills, consumer behavior, and digital marketing. Some students are certified in Google Analytics.
 - Students work in teams of 2-3 with students paired so they have taken different electives and bring different experiences to the partnership.
 - In order to participate as a community partner, we will need to develop a formal statement of work so the client is happy and the students understand expectations. We will also need to determine a point of contact and meet with the students 30 minutes per week to keep them on track. Students will also meet with Tom each week to stay on track.
 - Students complete a midterm and final presentation.
 - Tom is looking for sustainability of community partners, so there is a potential that the committee could partner with the course for future semesters as well.
- The committee discussed how partnering with both COM 529 and BUS 495 could allow graduate students in Communication and undergraduate students in PCOM to integrate marketing and communications, which mirrors what agencies typically do. There is the potential for students to do joint focus groups. Allowing a representative from each team to attend GoCore meetings would allow for better collaboration between teams and a dedicated time to discuss across teams.

Next steps will include:

- Develop a scope and one-pager to share with James and Tom. Troy will take the lead on these, given his expertise, and will share with Barbara and Natalie so they can make appropriate edits.

Next Meeting: January 14, 2020 3:15 PM – 5:00 PM, Rm 2312G D.H. Hill Library

BUS 495 Marketing and Sales Practicum FACT Sheet

Course Overview:

BUS 495 is a marketing and sales course consisting of a team-based project (3-4 students) working with a partner company to resolve real-world sales and marketing issues. There is typically a mix of projects that focus on topics such as lead creation and tracking, demand generation campaigns, sales and marketing operations, etc. Students should realize that even basic sales and marketing activities contain elements related to accounting, finance, economics, communications, human relations, change management, operations and information technology.

The general scope area of the projects will be defined prior to the semester of the class. Students, company team leads (clients), and the practicum advisor will work together to document the project scope more completely early in the semester. Ultimately, the student team will be responsible for project management. A project scope, project work plan, key deliverables and milestones, along with deadlines, will be established by the student teams and the client. The projects usually consist of some intensive data gathering, building a framework for analyzing the project issues, development of reasonable recommendations for action in both the long and short term, and various reports and presentations to project stakeholders: company participants and management, and the practicum advisor.

Students should expect to learn at three levels in the Practicum: first, you will study technical sales/marketing issues particular to each project; second, you will be exposed to various project management techniques, and third you will learn the team-based, deadline-driven nature of sales/marketing projects in a real company setting. *A key project deliverable will be to “deliver real value to the client.”*

Student Learning Outcomes

1. Provide students the opportunity to participate in “real world business” projects with companies to gain sales and marketing project experience.
2. Provide students with tools, such as project scope, work plans, and status reports, to help develop skills to effectively manage projects.
3. Apply a range of techniques and analysis tools to analyze information and develop recommendation for improvement and implementation plans.
4. Practice team work, communication, and presentation skills in a team and client environment.

Course Prerequisites:

BUS 360 – Marketing Essentials

BUS 466 – Personal Selling

AND one of the following courses:

1. BUS 462 – Marketing Research
2. BUS 465 – Traditional and Digital Brand Promotion
3. BUS 467 – Brand and Product Management
4. BUS 469 – Digital Marketing

Client Commitment:

1. Create a Statement of work (SOW) for the students. Appropriate expectations will be reviewed (client/faculty adviser) to ensure success of the program. This will be reviewed initially with the faculty adviser assigned to the client. A sample document can be provided to the client upon request.
2. Assign a designated contact within the company for the students to work with. This individual should be familiar with the SOW and available to answer student questions during the work period.
3. Data files (if appropriate) should be reviewed prior to distributing to students to ensure that they are “clean” (no maintenance required by the students). If the files are confidential or the nature of the work is confidential, the students can sign a Non-disclosure agreement (NDA).
4. The duration of this practicum will be one semester (fall/spring), typically no longer than 15 weeks. Thus, the SOW should be supportive of completing the work within that time frame.
5. The students will not be paid by the client. They will receive the 3 credit course matriculation upon successful completion of the practicum. The grade provided to the students will be based on: client evaluation, faculty adviser evaluation and peer evaluations. In consideration for the work provided to the client, a suggested donation of at least \$2,500 is recommended, payable to NC State University, Poole College of Management.

Questions or further discussion can be directed to:

Thomas Byrnes, Faculty Adviser
919-696-1422 OR tjbyrnes@ncsu.edu

NC STATE UNIVERSITY

SALES PRACTICUM TESTOMINAL- PARKER LEE



Parker Lee graduated in the spring of 2019. He was heavily involved in AMA all 4 years of college, leading the club as president his senior year. Besides American Marketing Association, he also was a Shelton and Park Scholar, he studied abroad, and was a member of the Singing Statesmen and APO service fraternity. He secured his job with Microsoft months before graduation, and he is currently working in Washington, D.C.

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What is your current job?

I'm a Data & AI Cloud Solutions Architect at Microsoft serving the Federal government in Washington DC. At a high level, my job is to sell, customize, and implement Big Data and AI solutions for government clients through our Azure cloud computing platform.

Why did you choose to go into a sales career?

Sales is an excellent place to start a career because you get to intimately learn the products, the customer, and the industry. Working with customers everyday gives you firsthand feedback of your product in market, how it stacks against competitors, and the most common challenges/complaints. For that reason, sales is one of the most visible and effective routes to advance into management. Sales can also be extremely lucrative.

What class/student organization was most beneficial to helping you find what you wanted to do after graduation?

The American Marketing Association was a transformative experience that greatly accelerated my career. I feel far more prepared to lead a team, present a solution, and apply marketing/sales acumen due to the AMA. Not to mention, my best four job opportunities (SAS, Cisco, Lenovo, Microsoft) occurred directly because of AMA.

What advice have you received that was the most helpful in finding your career path, or do you have any advice you would like to give?

Expose yourself to everything you can, and then be really introspective about what you like, what you are good at, and what energizes you. Network as much as possible, try to find a leadership position in a student org, and really think about what interests you in the classes you are taking.

In your own words, do you care to give your opinion on a sales practicum being offered at NC State, if it would be a valuable resource and if you would recommend it?

Simply put, a sales practicum is the biggest missing piece of the Poole College. From my experience in internships, our students stand out in the quality of their work and their use of data and strategy to build solutions. However, students from other schools seem more prepared in their presentation skills and salesmanship. There are many lucrative sales opportunities in our area such as Cisco, SAS, Federated, Lenovo, EJ Gallo etc. The high popularity of the personal selling class proves there is extensive interest in this area, and a sales practicum is the perfect solution. I would be happy to lend a hand in any way needed.