



Kilts Center for Marketing

RESEARCH-BASED CONSULTING FROM SOME OF THE BEST YOUNG MINDS IN BUSINESS

Sponsors of marketing “lab” courses receive cost-effective, top-tier consulting from a team of Chicago Booth students.

Students work with faculty and project mentors to apply Chicago’s unique analytical rigor to sponsors’ marketing projects, presenting their data-driven insights at the end of the 10-week course.

Past projects have varied from developing digital marketing strategy to estimating market potential. Client sponsors have ranged from redbox to Chicago Public Media and 7-Eleven to HSBC.

“We’ve now had multiple Chicago Booth research teams help us at Chicago Public Media (home of *Wait, Wait, Don’t Tell Me* and *This American Life*). The research completed by these teams has consistently provided CPM management with provocative audience insights. These insights have, in turn, allowed CPM to reshape its audience development strategies and tactics. The student teams were well trained, responsive, professional, and engaged, and their fresh perspectives were invaluable.”

—JONATHAN COPULSKY,
PRINCIPAL, DELOITTE CONSULTING;
BOARD MEMBER, CHICAGO PUBLIC MEDIA

“We wanted to find some smart folks who could really dig deep into numbers and make recommendations about who our best customers were and why. We found that marketing students from Chicago Booth were particularly well suited for the task.”

—SEAN SMYTH, '05,
VICE PRESIDENT OF BUSINESS DEVELOPMENT AT GROUPON

SEE COURSES →

MARKETING “LAB” COURSES

DIGITAL MARKETING STRATEGY

Projects focus on developing a comprehensive online marketing strategy, including social media.

POTENTIAL PROJECTS INCLUDE:

- Maximizing sales, communication, and loyalty
- Attracting new customers and building relationships with social media

MARKETING RESEARCH

Students develop strategic implications from their research findings to aid companies in making strategic marketing decisions.

POTENTIAL PROJECTS INCLUDE:

- Identifying target customers
- Identifying opportunities and obstacles in market performance

CONSUMER BEHAVIOR

Student research focuses on the psychological underpinnings of consumer decisions to buy products or services.

POTENTIAL PROJECTS INCLUDE:

- Understanding consumer perceptions and attitudes toward a brand
- Uncovering drivers of brand loyalty and advocacy

DEVELOPING NEW PRODUCTS AND SERVICES

Course work provides marketers with new product development practices, from idea generation to forecasting and launch.

POTENTIAL PROJECTS INCLUDE:

- Assessing customer needs
- Identifying high-potential product and service concepts

LEARN MORE

The cost of sponsoring a marketing lab is \$5,000, which includes data collection and project-related expenses.

If you are interested or would like to learn more, contact Terri Albert at TERRI.ALBERT@CHICAGOBOOTH.EDU or **773.834.3589**.