

**MGT 2500- MANAGEMENT CAPSTONE  
MKTG 2500- MARKETING CAPSTONE  
CSIS 2700- PROJECTS FOR INDUSTRY  
SPRING 2024**

**Course description:**

Students will work in teams to analyze the needs of an approved client from the community from the perspective of management, marketing and information systems. Students will gain real world experiences through developing and implementing a plan utilizing skill learned from previous classes.

**Community-Engaged Learning:**

Community-Engaged Learning is a high-impact practice that enhances learning outcomes and student engagement while addressing a community-identified need. It incorporates critical reflective thinking and civic engagement into academic coursework.

**Nature of the Course:**

This course is designed to be a capstone course and is normally taken during or near the last semester of a student’s plan of study.

**Prerequisites:**

Marketing Students – MKTG 1030  
Management Students – MKTG 1030, MGT 1600  
Computer Science Students – None

**Course Learning Outcomes – During the semester, students will:**

<b>Course Learning Objective</b>	<b>Connect to College-Wide Learning Objective</b>
Interface with the client(s) to plan, market and execute an appropriate philanthropic event for their benefit.	Become a community engaged learner Work in professional and constructive manner
Use team building tools to effectively communicate with team members to develop and share resources.	Work in professional and constructive manner
Create and deliver persuasive and effective visual and oral presentations.	Work in professional and constructive manner
Demonstrate skills in solving problems by analyzing data, exploring alternative solutions, recommending a course of action, and executing the best option.	Work in professional and constructive manner
As a team, apply prior knowledge to create effective marketing materials.	Work in professional and constructive manner

As a team, apply prior knowledge and implement an effective computer science, information system, or technology component.	Work in professional and constructive manner
As a team, apply prior knowledge to plan and manage a philanthropic event.	Work in professional and constructive manner
Reflect on personal motivation, social issues, team building, and project execution.	Work in professional and constructive manner Become a community engaged learner

**Class Expectations:**

- Attendance to all classes,
- Share-teach your knowledgpe
- Evaluation and understanding of class activities, and
- Team teaching

All class members are expected to participate, have a good understanding of the assigned reading before class discussions and to share experiences on the discussion subjects.

This class is delegated over the length of a semester. It will be to the participants’ advantage and to the advantage of the total class environment for everyone to arrive to class in time and be prepared to cover the material. Class activities include discussions, participants’ presentations, guest speakers, class projects, research activities, case studies, and other activities. In addition to preparation, our success will depend on your adherence to the following “Givens”:

**Course Format:**

This course is taught in a faculty mentor workshop and student-led environment. The class will be put into teams by the professors at the beginning of the semester. These teams will work together throughout the duration of the course. This will be very collaborative with each team having a client that they will work with on a project. Each Tuesday one of the course professors will spend the first half of class providing a workshop to help guide you through the process. The second half of class will be spent working in teams on your assignments. This portion of the class is student-led and explored.

**Course Deliverables:**

Team Building Exercise (individual): Each individual will take a social styles assessment. This will allow professors to group team members for the semester. The assessment will be completed individually with a written reflection. The written reflection will answer the questions why is this important and how can it be used within a team environment.

Weekly Team Meetings (individual/group): Teams will meet each week to conduct business and develop their philanthropic event. The weekly meetings will follow a specified agenda and produce deliverables. Meeting minutes will be submitted via Canvas by each Monday night at 11:59 pm.

Strategic Written Plan (group): Each team will develop a comprehensive strategic written plan. This written report will include problem statement (including marketing, management, CSIS development plans), research, budgets, proposed deliverables for the client, and final action plans.

Pitch Presentation (group): Each group will develop a presentation to convince stakeholders of the importance of their philanthropic event. This pitch will be persuasive and visually pleasing in nature. It will include well-researched information on the non-profit, a target audience, details on the time and place for the event, a financial model, marketing plans, requested budget, and the CSIS component. These pitches will be made to the Associate Deans of the Business programs. This pitch along with the written plan will be used to approve and fund the projects.

Approvals and Identified Problems: The Associate Deans and Risk Management at SLCC will be fully informed of the philanthropic event to help identify real work risks and give approval for the events. All problems identified must be resolved the class prior to the event or the event will be cancelled.

Fundraising Event (group): Each team will develop a philanthropic event for a partnered non-profit. It will be executed from the approved Strategic Written Plan. The expectation is for the students to double the financial investment made by the college.

Reflective Assignments (individual): Students will submit reflections throughout the semester. They will begin with a Personal Statement of why they are in this class and how they will stay motivated. They will have a mid-term reflection to identify problems and progress. They will have a final debrief reflection on how the event and the course went. This will be held as a class discussion, as well as a written reflection.

Professionalism (individual): Each student will need to conduct themselves with professionalism. This may include, but is not limited to punctuality, communication, effort, research, performance as a teammate, and following through on commitments.

## **Grading**

Attendance	100 pts.
Personal Assignments	60 pts.
Team Work	290 pts.
Event	100 pts
Associate Dean Approval	25 pts.
Risk Management Approval of Project	25 pts.
Professionalism	50 pts.

<b>Total</b>	<b>700 pts.</b>
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The final grade will be computed based on the policies of Salt Lake Community College and the Marketing/Management Department and CSIS Department as follows:

A 94% and above  
A- 90% to 93.99%  
B+ 87% to 89.99%  
B 84% to 86.99%  
B- 80% to 83.99%  
C+ 77% to 79.99%  
C 74% to 76.99%  
C- 70% to 73.99%  
D+ 67% to 69.99%  
D 64% to 66.99%  
D- 60% to 63.99%  
F Below 60%

Instructors reserve the rights to adjust a student's grade by ½ a grade based on perceived effort. Example: A- to an A, or a B to a B-.

**Instructor Availability:**

If you have any questions or concerns about the class, your grade, assignments, etc., feel free to ask in class, during office hours, set an appointment, or call/email. We are always willing to provide extra help, but you must contact us, about your concerns in a timely manner – not the day an assignment is due or the last week of classes.

Professors reserve the right to make schedule changes as deemed necessary.

Due dates MUST be met. Any late assignment after the class period ends of the due date will lose 20% per day late. After 5 days it is not worth any points. However, note that the assignments in this course are progressive and still need to be completed to continue to other work in the class.

**Course Summary:**

**Week 1: Orientation, Personal Motivation & Teams**

Workshop: Syllabus, How course works, Motivation, Put into Team  
Assignments: Social Styles  
Reflection: Personal Statement

**Week 2: Project Introduction and Leadership**

Workshop: Discussion on Leadership, Introduce Non-Profit Partnership, and How to Approach a Fundraiser  
Team Meeting: Instagram Insta-Team

Team Meeting: Brainstorming

### **Week 3: Research and Decisions**

Workshop: How to research, How to find a good location

Team Meeting: Roles, Responsibilities and Shared Understanding

Make a decision on which non-profit to support and establish a location for the event

### **Week 4: Strategic Planning**

Workshop: How to create a strategic plan

Team Meeting: Purpose, Location and Research Client

### **Week 5: Audience Analysis and Planning for Success**

Workshop: How to do an audience analysis, financial plans, marketing plans, etc.

Team Meeting: Target Audience Analysis, Resources, Financial Plan, Threats, Marketing Plan, CSIS Components

### **Week 6: Budget, Branding Guide and Tactical Plan**

Workshop: Creating budgets, planning for what if's and divvying up team work

Team Meeting: Budgets, Tactical Plan, Contingency Plans, and Branding Guide

### **Week 7: Pitch Your Ideas for Approval**

Workshop: Live Presentations

Assessment: Presentation Pitch

Assessment: Full Strategic Plan for Approvals

Approvals required by Associate Dean

Approvals required by Risk Management

### **Week 8: Communication and Review of Marketing Materials**

Workshop: Marketing Materials

Team Work: Finished Marketing Materials Due

Reflection: Mid-term Reflection

Distribute Marketing Materials

Begin addressing any issues identified by Associate Dean or Risk Management

### **Week 9: Spring Break**

### **Week 10: Working With Feedback #1**

Workshop: CSIS Component

Team Work: Finished CSIS Component

Continue to Market the Event

### **Week 11: Working with Feedback #2**

Workshop: Check-in by major, Complete all communication for the event, for example: signage for parking, email reminders, way-finding signage, etc.

Complete all communication for the event, for example: signage for parking, email reminders, way-finding signage, etc.

**Week 12: Working with Feedback #3**

Workshop: Final Meeting Before Event, All issues identified by Associate Dean or Risk Management must be addressed by this week for the event to be held.

Team Meeting: Final Meeting Before Event

**Week 13: Run Through the Event**

Team Work: Events

Assessment: Professionalism

Assignment: Participation of Other Projects

**Week 14: Event and Professionalism**

Team Work: Events

Assessment: Professionalism

Assignment: Participation of Other Projects

**Week 15: Debrief**

Reflection: In class debrief of semester and project

**Finals Week**

Reflection: Final Reflection