

CONSULTING PRACTICUM EXPERIENCES

Texas A&M's MS Marketing Consulting Practicum course offers students unparalleled experiences. As a student in our program, you would have the opportunity to:



WORK WITH CLIENTS

Students do meaningful work with quantifiable outcomes for high-profile companies, offering real consulting experiences and fantastic networking opportunities.



GAIN VALUED SKILLS

The Consulting Practicum projects emphasize collaboration, problem-solving, presentation skills, and leadership to equip students with sought-after technical abilities.



BUILD YOUR RESUME

Consulting Practicum projects are excellent resume builders, as students gain experience solving a variety of business problems. Former projects have involved:

- Market research & analysis
- New product development
- Marketing strategy creation
- Competitor assessments
- Creative development & branding



MS Marketing
MAYS BUSINESS SCHOOL

A BRIEF OVERVIEW

A requirement for all MS Marketing students is participation in two **Marketing Consulting Practicums** during their tenure. The projects are designed in collaboration with sponsoring companies to provide hands-on, practical experience for students by allowing them to work on real-world marketing projects. Over the past few years, teams of students have worked on projects for the following companies:

BIGSHOTS

BROOKSHIRE BROTHERS

CATERPILLAR

ELECTRONIC POWER DESIGN

FUJIFILM DIOSYNTH

BIOTECHNOLOGIES

GOOSEHEAD INSURANCE

HERITAGE LANDSCAPE

ISCENTIAL

MICROSOFT

PARC COMMUNITIES

PEGASUS LOGISTICS

REPROLOGIX

SOUTHWEST AIRLINES

SPARTAN 5S SOLUTIONS

SRS DISTRIBUTION

TEXAS A&M CORPS OF

CADETS

TEXAS A&M FOREST SERVICE

THE STELLA HOTEL

THE STONE COLLECTION

WILLIAM COLE COMPANIES

12TH MAN TECHNOLOGY

