

## **MKT16**

### **Special Session: Taking Client-Based Projects One Step Further: Real Spending Leads to Real Results**

Laurel Lane, Sally Baalbaki-Yassine

Metropolitan State University of Denver, Denver, CO, USA

#### **Abstract**

Client-Based Projects are important to the curriculum of a Marketing degree program. Many campuses employ this beneficial tactic to give students “real-world” experience and connect them with industry professionals who may help them achieve career positions upon graduation. The Client-Based Project, however, may only go so far in terms of the work produced by students and the implementation of the work. At Metropolitan State University of Denver, one class has been able to complete a Client-Based project where the client provided a marketing budget for paid Search Engine Marketing campaigns created by students. In a Special Session at WDSI, I would like to present the project and results of a Client-Based Project where the client was willing to spend a real budget managed by the students. This benefited the students with real-life work and the client with helpful campaigns.

#### **Conference Track**

Marketing