St. Olaf Business and Management studies faculty, Claudia Klug, is looking to work with local businesses in the marketing class this upcoming fall.

Students, in teams of five/six, will develop a strategic marketing plan for your organization. The students will conduct research into your industry and come up with practical marketing recommendations related to that research. Throughout the semester there are a number of key "touch points" that are designed to provide the most useful outcomes for our clients. Clients will be asked to attend two Monday evening classes in-person (exact dates TBD but between 6-9 pm) and meet with students a few additional times based on your availability.

If you are interested in this project, please reach out directly to Claudia Klug at klug4@stolaf.edu with your preferred contact info, your business name, and what your key marketing challenges are. If we receive an abundance of interest and are unable to work with all those who are interested, information will be kept for future semesters.