

USF Muma College
of Business

School of Marketing
and Innovation

Practice Center



Practice Center Goals

- To provide experiential learning for students within the USF School of Marketing and Innovation.
- To engage faculty members in meaningful ways with businesses and organizations within the greater Tampa Bay region.
- To provide local businesses and organizations with real solutions to issues or problems within the practice center focus areas.

Executive Summary

The USF School of Marketing and Innovation practice center project is available across all three campuses and supervised by faculty members from all three campuses. The center gives students new skills and experiences with “real world” projects sponsored by industry partners. Students work in groups of two performing collaborative team-based projects. Every project is supervised by at least one faculty mentor and at least one representative of the project-sponsoring industry partner. Projects typically last one semester. Based on a project’s outcome or the nature of the project, an industry partner may choose to sponsor the next phase or a new project for an additional semester. Some flexibility is built into this program for situations where the project start date cannot coincide with the start of the semester, or where industry partners require students to work on multiple projects. However, the selection of projects should be based on some learning objectives. There is also some flexibility as to the location where students complete project work (at the USF campus and/or sponsoring industry partner facilities).



Offerings



Marketing
Research



Digital
Marketing



Business
Development



Center for Marketing and
Sales Innovation Lab



Marketing
Audit



Event
Marketing



Marketing
Promotions

Contact

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Benefits

Participating students gain valuable experience along with earning a possible stipend or course credits. The program complements classroom lessons to make the students more marketable for internships and careers. These students become more competitive in the job market, and are noticed by sponsoring industry partners.

Acquiring internships often poses a challenge for international students due to restrictions with student visas regarding paid work. This program offers a solution to that challenge while also offering partners a solution to their marketing challenges. Participating students benefit from the mentoring provided by faculty and industry representatives supervising respective projects.

Faculty members apply their knowledge to “real world” problems while at the same time maintaining currency in their practice skills. They also learn about industry problems, technology solutions, and issues, which they can bring to the classroom, and to their research.

Business partners benefit in several ways. First, they have the opportunity to work with top-quality marketing students in order to create solutions to projects that benefit them, while leveraging the expertise of top faculty members. Companies are able to engage and observe students as they perform projects. This often leads to consideration of full-time employment, reducing recruitment costs.

Operations

The center is supported by the industry partners who benefit from the services performed.

Projects are accepted on a rolling basis. It is generally the most beneficial for companies to plan for a September-December or January-April timeline. Please allow a period of 6-8 weeks prior to starting for setup. Applications may be submitted by companies, faculty, or students themselves.

Participants must be USF students and are selected based on GPA, skill sets, and the availability of projects. Honors students are encouraged to apply as project work could be part of a honors thesis, subject to the terms of the non-disclosure agreements.

Partner Information

School of Marketing and Innovation Practice Center Partner:

\$6,200- \$16,000 per semester

- Provides funding for two students for 5-20 hours per week per student (15 weeks total).
- Funds faculty supervision and research throughout the semester for the students and the partner.

Note for all Practice Center Partners:

All required paperwork, including the signing of non-disclosure agreements as required by the project partners, and documents as required by USF, must be completed before the start of the semester. Also, students will be employed by USF, and therefore USF manages the payroll processing for students.



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