Analytics Consulting Lab
MKTG 579

In MKTG 579, the Analytics Consulting Lab (ACL), you will work on a real-world project where quantitative analysis drives your recommendations. This experiential approach to learning provides an excellent opportunity to exercise many of the concepts that are part of an MBA curriculum. As you will be working in a team, you will have an opportunity to exercise leadership and teamwork concepts. The project is also full of real-world complexity, which will require you to integrate concepts from various disciplines. By diving into the data, you are able to learn a great deal about the client’s challenge and provide grounded recommendations going-forward. The opportunity to work with a real-world client and develop a set of recommendations based on analysis also permits you a great chance to exercise consulting best practices and client-facing skills. We cover many of these best practices and focus on the importance of written and verbal communication, as well as data presentation as part of a consulting engagement. In many ways, my role in the class is different than in a lecture class. I will work with each team to overcome any issues with the data, analysis, research, formulation of recommendations, and its presentation. My role is to help and guide you in being successful with the client and successful with your personal goals. Working with teams and seeing the great progress in an academic quarter is always very rewarding for me. I am confident you will find the opportunities in ACL rewarding, too! I hope you can join us for a project in ACL!

Callout: Apply Your Skills to Real-World Projects!

Sports Analytics
I expect 1 or 2 sports analytics projects in the course.

Food
We will have multiple food producers and advisers to major food buyers. Projects will look at the productivity of protein for world prosperity

Digital
We will have multiple projects in Digital Strategy.

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