

Introduction

The purpose of this capstone assignment is to pull together the WOM principles and skills that you have learned in the class and to give you practical experience consulting with a real client. You will work in teams to custom-design an organized WOM, buzz, and/or viral marketing program that addresses the client's problem. The primary deliverable will be a written proposal outlining the key elements of the program. This proposal will also be presented to the client in class.

Since you will be acting as a consulting team it is important to know about the phases of consulting engagement. Effective consulting engagements typically progress through the following phases: helping the client to frame the problem, issue, or question; collecting additional data to help understand the problem from different perspectives; analyze the raw data to identify themes, patterns, and inconsistencies; interpreting the data, which involves helping the client make sense of what the data shows; translating the findings of the process thus far into practical goals and strategies for change; implementing and evaluating the intervention(s); then following-up with the client and/or returning to previous stages based on the results of the intervention.

Objectives

This assignment seeks to fulfill the following broad course objectives:

- Articulate how WOM is both a set of activities and a larger philosophy;
- Identify reasons why consumers engage in WOM;
- Apply effective strategies of monitoring, tracking, and listening to consumer WOM in both online and offline venues
- Integrate effectively WOM principles into an organization's business practices
- Measure and track ROI and other key outcome metrics for organized WOM programs
- Distinguish between ethical and unethical WOM practices

Assignment Instructions

1. The client will visit our class and provide an overview of the issue they would like the teams to address. All teams will deal with the same issue, but each time will develop their own approach to the problem.
2. Based on what the client has presented you should seek to apply all of the principles and skills we have learned thus far in the course to develop an organized WOM program that addresses their needs.
3. Within three days after the initial class visit by the client (see syllabus for dates) you will send the client an e-mail explaining your team's understanding of what the client is asking and what your team will provide to the client.
4. During the team's work on the proposal **you will be required to correspond with the client at least once**. The purpose of the correspondence is to provide them with an update on your progress to date and to explain any further information that you need from them. You will provide a copy of this update to the Instructor as well.

5. Your team will **produce a written proposal and deliver an oral presentation** to the client. The content of the proposal should include:
 - a. Proposal Outline (Suggested) -- due on **the day of the presentation (see syllabus). Draft is due on Friday, March 30th. See sample proposal for an example (Blackboard).**
 - i. Purpose (identifies client and provides preview of key segments of proposal)
 - ii. Explanation of the client's issue (explains background context of client issue, background research conducted to date)
 - iii. Program objectives (what the program hopes to accomplish)
 - iv. Proposed approach (detailed explanation of the proposed WOM program)
 1. Explanation of program (using WOMMA Terminology Framework where applicable) and metrics to evaluate success
 2. Information and data gathering (explains what data needs to be collected in order to implement the program)
 3. Recommendations for implementation, including follow-up steps that should take place after implementation is completed
 - v. Timeline (explains timeline for completion of all relevant steps)
 - vi. Program justification (clearly explains how proposed program addresses client needs)
 - vii. Investment and Responsibilities
 1. Investment includes what it will cost the client and a detailed budget (Instructor will work with groups to determine budget)
 2. Responsibilities include the clients' responsibilities in implementing the program
 - b. Presentation Outline (Suggested) – presentation will take place on **April 10th and/or April 13th**. Drafts are due on **April 3rd and April 6th** in time for practice sessions.
 - i. Background on your consulting team and services provided
 - ii. Explanation of the client's issue (explains background context of client issue, background research conducted)
 - iii. Program objectives
 - iv. Proposed approach (detailed explanation of the proposed WOM program)
 1. Explanation of program
 - a. Explain different phases of program
 - b. Explain recommendations for implementation
 - v. Timeline
 - vi. Budget
 - vii. Why client should select your team and its approach

Evaluation

The proposal and oral presentation will each be worth 40% of your grade. The remaining 20% will be based on a peer evaluation of your individual contributions to the group process (20%). See grading rubrics for more details.

**Designing Organized Word-of-Mouth Marketing Program
 Written Report
 Grading Rubric**

Written Proposal Requirements	Points Possible	Points Earned
<i>Usage, Stylistic, and Organizational Issues</i>		
<ul style="list-style-type: none"> • Effective grammar, punctuation, spelling, word choice, formatting, proof reading errors 	10	
<ul style="list-style-type: none"> • Organization and transitions 	5	
<i>Content</i>		
<ul style="list-style-type: none"> • Clear and detailed description of the purpose and background on client's issue 	10	
<ul style="list-style-type: none"> • Program objectives 	5	
<ul style="list-style-type: none"> • Comprehensive explanation of program (includes use of WOMMA Terminology Framework, metrics used in evaluation, integration of WOM principles, and appropriateness of program for client) 	25	
<ul style="list-style-type: none"> • Explanation of data that needs to be collected 	5	
<ul style="list-style-type: none"> • Recommendations for implementation 	10	
<ul style="list-style-type: none"> • Presentation and explanation of realistic timeline 	10	
<ul style="list-style-type: none"> • Discussion of specific client investment and responsibilities as it relates to case 	10	
<ul style="list-style-type: none"> • Clear justification of how proposed program addresses client needs 	10	

Group Member Feedback Form (20% of grade):	
Written Proposal Grade (40% of grade):	
Oral Presentation Grade (40% of grade):	
Total Group Project Grade:	
Your Individual Project Grade:	

Designing Organized Word-of-Mouth Marketing Program
Oral Presentation
Feedback & Evaluation

(20 minutes for presentation; 10 minutes for Q&A)
Presentation Issues

Content Issues

Group Members:

Designing Organized Word-of-Mouth Marketing Program
Oral Presentation
Criteria for Evaluation

1	2	3	4	5
Unacceptable	In Need of Improvement	Average	Good	Excellent

Your group's effectiveness in demonstrating understanding of client needs.

1	2	3	4	5
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Your group's ability to clearly explain elements/phases of the proposed program

1	2	3	4	5
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Your group's level of creativity in program design.

1	2	3	4	5
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Your group's demonstrated ability to integrate WOM principles into program design.

1	2	3	4	5
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Clear articulation of why your team and proposed project is the most appropriate to address the client's issue

1	2	3	4	5
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Demonstrated ability to prepare for and address questions during the Q&A session

1	2	3	4	5
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The effectiveness of handouts and visual aids to supplement the oral presentation.

1	2	3	4	5
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The effectiveness of the coordination and coherence between/among individual presenters

1	2	3	4	5
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Other Comments:

Group Score: _____ /40

