



Business Consulting Project – Call for Projects

A BCIT Business Consulting Project provides marketing management students the opportunity to work over a 10-week period with an organization to solve a marketing problem or challenge. Students work in a team of 2 to 4 to conduct market research and prepare a marketing plan or business plan for the sponsoring organization. The result for your organization is a comprehensive written report and oral presentation outlining the student team's marketing recommendations and solutions. The Tourism Management program accepts approximately 10 project proposals per year.

Student Skills & Specialty Areas

Developing a marketing plan	Target market selection
Market development	Marketing strategy
Competitive intelligence	International markets
Event Management	Digital marketing

Project Timeline

- November 2018 – Project ideas submitted to BCIT
Student teams review and select projects
You may interview teams who are interested in your project
- December 2018 - Sponsors, Students, and Faculty Advisor agree to project details
- January-Feb. 2019 – Students conduct research, write report, prepare presentation
- March-April 2019 Students deliver oral presentation and written report to Sponsors

BCIT Business Consulting Project Requirements

- A clearly defined marketing challenge or problem
- Involve a comprehensive market research component (secondary, and primary, such as surveys, focus groups, in-depth interviews)
- Develop a marketing plan or business plan
- Available periodically for questions from the students
- Pay \$750 (\$500 for non-profits) to cover program administration fees and support tourism student scholarship fund

BCIT Business Consulting Project Ideas

- How to market to a certain demographic?
- What are the needs and wants of our target market?
- What social media channels should we use to reach our target market?
- How to increase repeat purchases and customer loyalty?
- What is the current competitive landscape in our industry?
- How can we improve our marketing efforts?
- How do we reach our target market with a limited budget?
- What new markets should we pursue?

Interested?

Please submit a short one page (or less) description of your organization, and the marketing challenge you propose the students to work on. Submit your proposals by November 26, 2018 to: david_tikkanen@bcit.ca

Contact Information

If you have any additional questions about the business consultant project, please contact:

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