



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

MIGB 779Z

Applied Project Overview

Thursday March 03, 2022

We are now in the consulting business

“In the business world, everyone is paid in two ways: cash and experience.

Take the experience first;
the cash will come later.”



– Harold Geneen, CEO & Chairman of ITT

Architect of the international conglomerate;
Author: *The Synergy Myth and Other Ailments Of Business Today*

Team Meetings Tonight

Each Team meet for 20
Min. to get organized
and discuss



5 Steps in 8 Weeks

- Applied Project Structure & Operations
- Client Briefing Meeting
- Weekly Team Meetings.
- Presentation Rehearsals
- Client Presentation

We have interesting clients

AT&T's WarnerMedia and Discovery, Inc. Creating Standalone Company by Combining Operations to Form New Global Leader in Entertainment



Soon to be one of the largest media entertainment content companies in the world

7 Client Questions to Start Sentiment Analysis



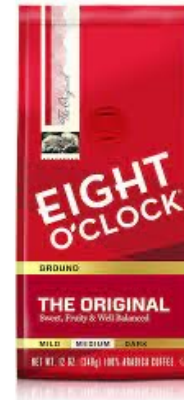
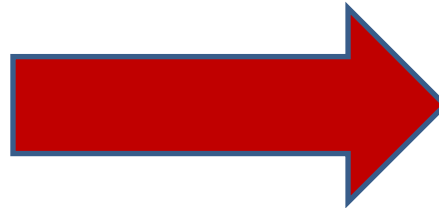
- How are social conversation and sentiment trending, especially as it relates to d+?
- Which themes/categories are driving the social conversation (shows, talent, etc.)?
- How is the social conversation around each theme/category trending in terms of volume and sentiment?
- Which shows and talent are driving the social conversation?
- What is the intensity of the social conversation?
- What % of social conversation is Customer Care related?
- What % of social conversation is Product related?

Consumer Products Client



<https://www.tataconsumer.com>

\$120 million US



Loyalty Program Analysis



<http://qwasi.com/>



7 years of data



VELUX is a Danish manufacturing company that specializes in roof windows and skylights. Headquartered in Hørsholm, Denmark.

This is not just another course.

- **Run as if it were a consulting engagement**
 - You are marketing professionals
 - Expect eight (8) hour of work each week
 - There are no “right answers”
 - Have **IDEAS AND INSIGHTS!**
- **Provide value to our clients**
 - Analysis they can use
 - Both what they want AND what they need
- **Build your resume**

We have 7 weeks to deliver

2021 JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	Interim Reviews		9	10
11	Dress Rehearsals				16	17
18	Client Presentations				Program End Event	24
25	26	27	28	29	30	31

Your Team Will Have Structure

- **Each of you will take a specific role**
 - Managing Director(s)
 - Client contact
 - Project Manager
 - Research design & model building
 - Data analysts
- **Apply for the roles you want**
 - Send your MD a cover letter with your qualifications by Wed. 06/09

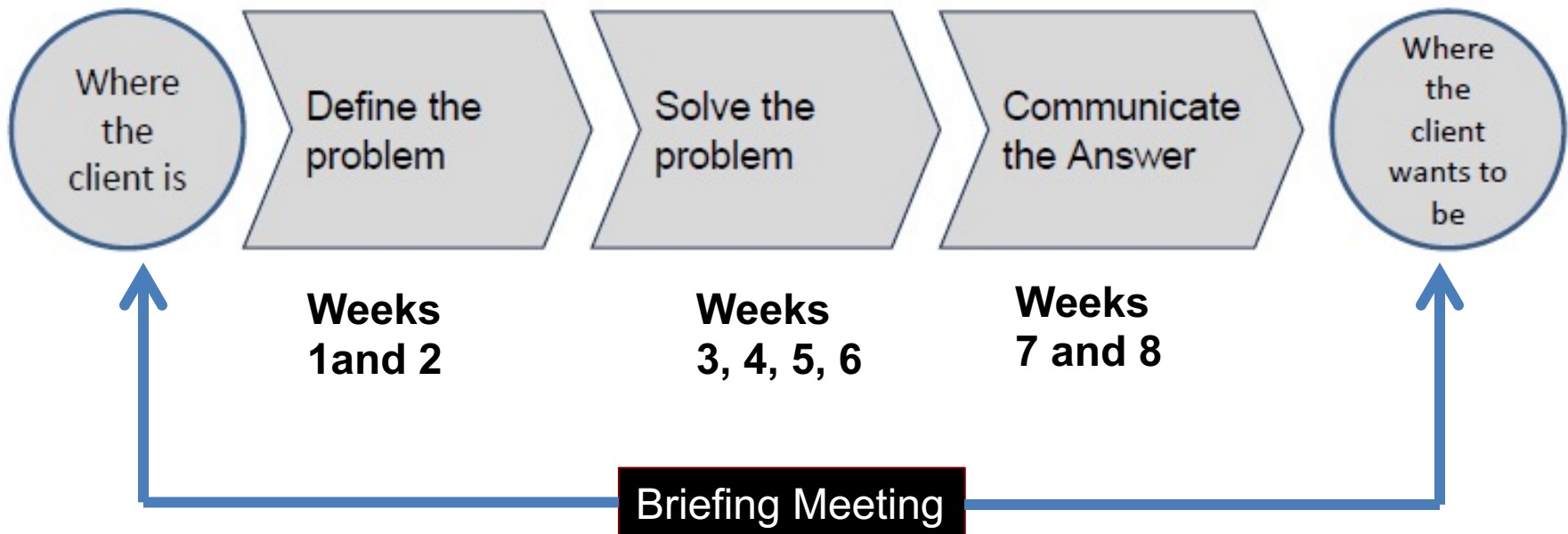
Teams will have structure and specific jobs



Work in three stages

This is how consultants work

Basic Structure for Analysis



Use these Management Documents

- Statement of Work
- Internal Meeting Agendas
- Meeting reports
- Project Management Plan
- Time Tracking for Team



These are your next steps.

- **Organize your team: request jobs**
- **Do Research on Your Clients**
 - Review Google Drive; set up a folder; all contribute
 - Website; business news, LinkedIn, secondary sources
- **Develop a list of client questions**
 - Compile a master list; Review internally w MD and me
- **Managing Dir. Applications by Monday 06/07**