



Marketing Solutions with Specialized Insights

USF Marketing and Innovation Practice Center



“I learned a lot working with the students. It was a fresh perspective, and the quality of the work was great, and the sharing of ideas was good for both parties.”

– Denise Reddick, President at Brisk Coffee Roasters, USA



The USF School of Marketing and Innovation's Practice Center provides local businesses and organizations with real solutions to issues or problems. Available across all three campuses and overseen by faculty from each, this program provides industry partners an opportunity to sponsor real-world projects for students. Flexibility is incorporated to accommodate varying start dates, multiple projects, and project locations, while maintaining learning objectives. Project applications are accepted on a rolling basis.

Partner Advantages

- ✓ Business partners benefit by collaborating with top marketing students and faculty insight.
- ✓ Potential to work with international students who offer diverse perspective to marketing challenges.
- ✓ Reduce company recruitment costs as these collaborations have the opportunity to lead to full-time employment consideration.

Become a Partner!

Partnership Fee: \$7,000- \$18,000 per semester

- Provides funding for one to two students for 5-20 hours per week per student (15 weeks total).
- Funds faculty supervision.

Frequently Asked Questions:

- Projects typically span one semester (15 weeks) with one to two students assigned to each project, with the potential for continuation based on outcomes or project nature.
- It is most beneficial for companies to plan for a September – December or January – April timeline, with a period of 8-12 weeks prior to starting for setup.
- 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 project.
- Students will be employed by USF, and therefore USF manages the payroll processing for students.

Offerings



Marketing
Research



Digital
Marketing



Business
Development



Marketing
Audit



Event
Marketing



Marketing
Promotions

For more
information,
visit
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