

## MKT 570 – Strategic Marketing Management

### Reflection

**INSTRUCTIONS:** Your reflections are to be written to reveal your personal thoughts/experiences with regard to being a *volunteer consultant*. The object of this assignment is to synthesize what you have learned in this course with your personal knowledge and experience. It is hoped that this reflection will be useful in guiding your thoughts as a business strategist. The reflections are to be approximately three-four pages in length, typewritten, double-spaced with the paragraph headings below.

**PREVIOUS PERCEPTIONS:** Had you previously volunteered in your community before taking this course? If so, where and what did you do (give a specific example)? If not, why not? Do you think all “citizens” have a responsibility to serve their community?

**CURRENT EXPERIENCE:** Briefly identify and describe the needs of the client along with your personal interaction with the client (i.e., your opinion of the client). What did you learn from your client? In your opinion, did the client understand his/her business environment that his/her organization was operating in (give specific example)? Do you think the client was fully “engaged” while you were volunteering?

**LINK BETWEEN THEORY AND PRACTICE:** Did the community service in this course help you apply the subject matter in a real world situation? Did it help you better understand the material in the textbook? Do you think you would have learned more from this course if more time was spent in the classroom lecturing instead of doing/discussing the community service project? Do you think this idea of combining volunteering in the community with university coursework/material should be (or shouldn’t be) practiced in more classes?

**LONG TERM IMPACT:** How has the community service aspect of this course helped you become more aware of the needs in your community? Do you think you will (or won’t) volunteer in the community after this course. Do you believe that you can make a difference in the world? Will you continue to volunteer after this course?

**STRATEGY IMPLICATIONS:** What new insights did you learn regarding the strategic direction of your client’s business? In what ways, if any, did you modify the strategic and business performance recommendations you made to the client? Did the community service component in this course assist you in defining work that you would want to do/pursue in the future? Do you think that the community service component in this course has made you more marketable?

**CONCLUSION:** Do you think participating/interacting with the community helped you enhance your leadership skills and helped improve your communication skills? Did working in the community help you define your personal strengths and weaknesses? At the *beginning* of the semester (when you were first told about being a volunteer consultant), were you uneasy about the service component of the course? Now at the *end* of the semester, do you think that the service aspect of this course was valuable? Would you recommend this class (with its volunteerism component) to others? Do you think and/or feel you have made a difference in the client’s life.