

## **Issues in Managing Client-Based Projects Roundtable Discussion**

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### **ABSTRACT**

Research has clearly demonstrated the value of experiential learning. As evidenced by the number of presentations at MEA and publications in JME about marketing plan projects, simulations, and the use of hands-on projects, the use of real-life projects is a serious concern for marketing faculty. We have compiled literature on the use of experiential projects, with particular emphasis on those involving actual organizations or entrepreneurs as clients. Through literature review, participant observation, and case analysis, we have created a typology of client-based projects that can be used to improve project selection (given course and faculty objectives) and project management.

We use this typology as a base for discussion about the predictors for successful and appropriate use of client-based projects. Participation will additionally serve as a validity check against the typological model. We encourage participants to provide their "best" and "worst" practices, and to challenge the generalizability of the typology.