Emory University’s Goizueta Marketing Strategy Consultancy (GMSC) is a student-run strategy and marketing consulting firm with a twenty-five year legacy of delivering actionable business results to the world’s leading organizations. Talented Goizueta MBA students partner with clients to solve pressing business challenges over a four month period and the students then present their recommendation to high profile judges from the Atlanta business community.

Clients have commissioned GMSC students to analyze a range of strategic and marketing initiatives including:

- Creating marketing plans to reposition or launch a product or service
- Evaluating global market opportunities
- Developing go-to-market strategies
- Developing new sales channels or partnerships to expand customer reach
- Identifying ways to support the expansion of minority-owned businesses
- Developing social media strategies
- Creating marketing plans, business cases, and supporting collateral for new ventures
- Crafting strategy to increase profitability and market share
- Identifying new opportunities for growth

GMSC was founded by students with the guidance of Dr. Atul Parvatiyar in 1991 with the purpose of providing MBA students with real-world experience in addition to their academic studies. Dr. Reshma Shah joined GMSC as the faculty advisor in 1997. Under her management, GMSC has become the largest student-run organization at Goizueta Business School and is the cornerstone elective of the new Management Practice (MP) curriculum for Goizueta’s full-time MBA program.

Client Testimonials

“The GMSC came through with strong results again for The Coca-Cola Company. We have come to count on this program to provide an influx of new thinking and solutions to new opportunities and challenges we face. We’re already thinking about our next opportunity to give to GMSC.”

Brad Taylor
The Coca-Cola Company

“The GMSC team exceeded our expectations. Their work was very insightful and actionable. Their research, insights and proposals were well-developed, thoughtful and well-crafted.”

Greg Pharo
AT&T
What Can Clients Expect from GMSC?

Clients can expect business recommendations that rival those of the top global consulting firms for a fraction of the cost delivered by fresh-thinking, analytical, and committed students with diverse sets of experiences.

Clients will work with a team of seven students to provide innovative solutions to challenging strategy and marketing issues. Students are matched with a client project based on professional experience and interest. The student teams then follow the rigorous GMSC consulting process to provide clients with deliverables on a clearly defined schedule that can be customized to meet spe-

The GMSC Process

Over the last twenty-five years, the proprietary GMSC consulting process has been developed and refined to become a method that ensures results for clients.

Each week GMSC students meet together as a class once a week, have an individual team session with Dr. Shah, have a team meeting with their Team Guide who is a GMSC alumnus, and countless unofficial team meetings.

GMSC students work with multiple academic and professional experts in addition to conducting primary research and analysis. Examples of GMSC resources include:

- Classroom instruction on best practices in marketing, consulting, and market research
- Workshops delivered by consulting and marketing subject matter experts
- Expert interview sessions
- In-depth financial analysis support
- Proven primary and secondary market research sources

These resources in addition to following a schedule for completing phases of the project provide students with a comprehensive framework and the innovative tools needed to tackle their clients’ challenges successfully. Students provide clients with status updates and deliverables throughout the consulting engagement to ensure that the client is satisfied with the direction and quality of the project.

GMSC Client Deliverables

Examples of interim project deliverables include an industry and competitive assessment, a research work plan, and a copy of the primary market research survey.

Final project deliverables include a written report and a formal presentation. The written report includes a situational overview, an industry and competitor analysis, findings from secondary and primary research, strategic and tactical recommendations, financial justifications, and Implementation plans.

The GMSC experience culminates with a final team presentation of their recommendation to be evaluated by approximately 150 judges from the Atlanta business community. The presentation addresses the team's recommendation in a professionally engaging format which is followed by 30 minutes of Q&A. This provides valuable feedback to the team while strengthening your company’s reputation and commitment to innovative solutions in front of a room of peers.

How Can You Become a GMSC Client?

As a client, you will have the opportunity to develop a customized project that meets your organization’s current and future strategic marketing challenges.

The first step is to identify the marketing opportunities within your organization and discuss how GMSC can best meet those needs. We ask that all interested clients submit a two-page project proposal to be considered for this year’s program. We would be glad to arrange a meeting or call to guide you through the process or answer any questions you might have. GMSC is run under a non-profit structure. As such, a fee is charged that covers the operating and administrative costs of the program, including a significant proportion devoted to the team’s research activities.

To learn more about becoming a client, contact:

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