



BELLEVUE
COLLEGE

**Digital
Marketing**

Capstone

BAS Digital Marketing

Presented: April 2024

Agenda

1. What is Capstone?
2. Getting Started
3. Capstone Classes
4. Strategizing Your Plan
5. Capstone Advising



Capstone Faculty & Staff



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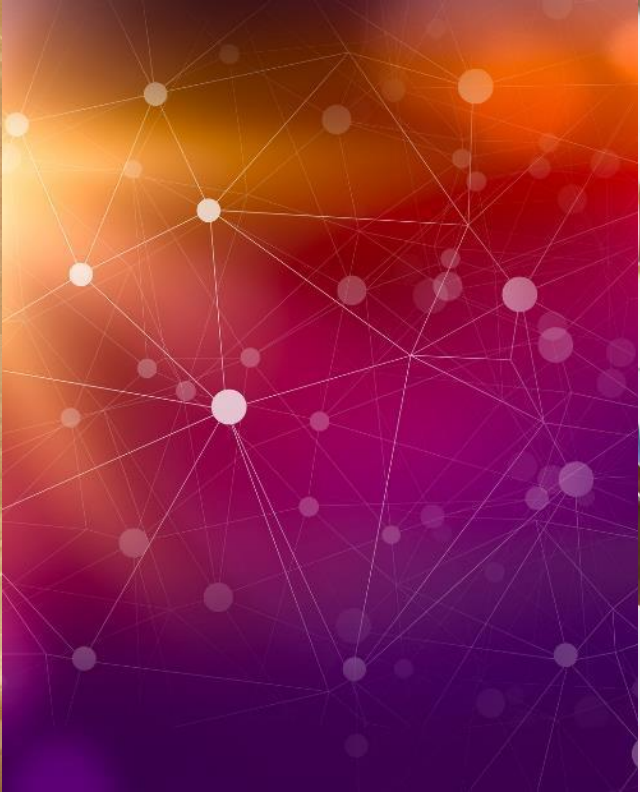
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What is Capstone?

Introduction





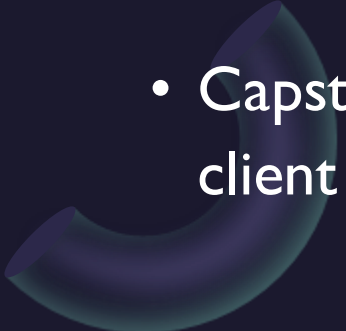
Capstone

- Capstone is the yearlong culminating project in the BAS degree program. Each student will independently identify a business client and develop & implement a comprehensive integrated marketing strategy for that client from start to finish. You will apply your knowledge and skills developed throughout the MKTG coursework to drive results for your client. The expected completion time is one year.

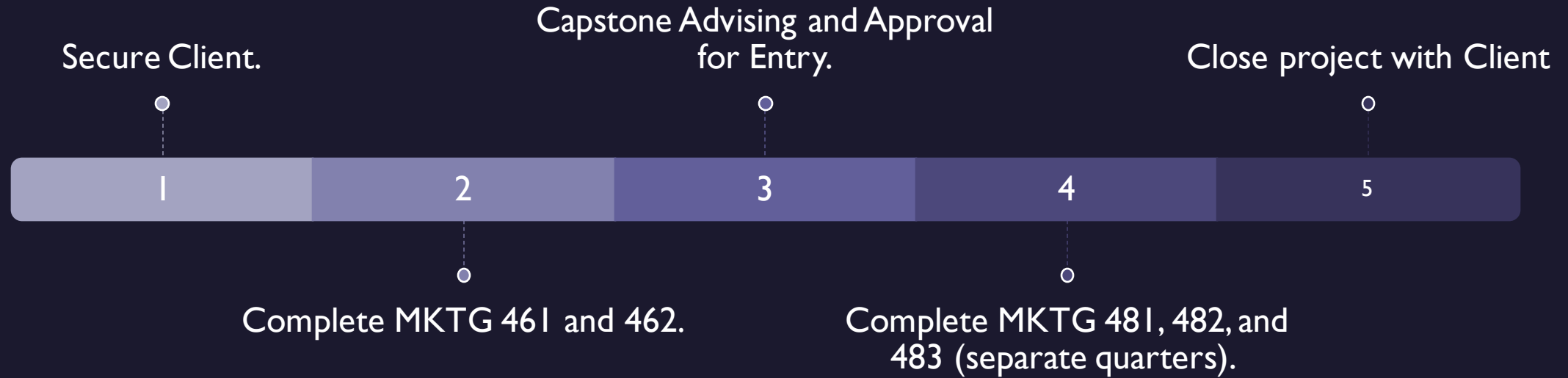
Capstone Requirements



BASIC FACTS

- Capstone is required of all BAS students.
 - The BAS Digital Marketing Capstone consists of 5 required classes that must be taken in sequence.
 - Entry into each Capstone class is by Instructor Permission (entry code) only.
 - Capstone cannot be replaced by internship or work experience credits.
 - Capstone business clients are not supplied; students must secure their own client prior to taking MKTG 461 – Research II.
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Timeline



Capstone Class Sequence (4 quarters)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
MTKG 461	MTKG 481	MKTG 482	MTKG 483
Marketing Research II	Capstone I	Capstone II	Capstone III
MKTG 462			
Data Visualization & Advanced Analytics			



Capstone Class Sequence (5-quarters)


Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 5
MTKG 461	MKTG 462	MTKG 481	MKTG 482	MTKG 483
Marketing Research II	Data Visualization & Advanced Analytics	Capstone I	Capstone II	Capstone III



Client Considerations



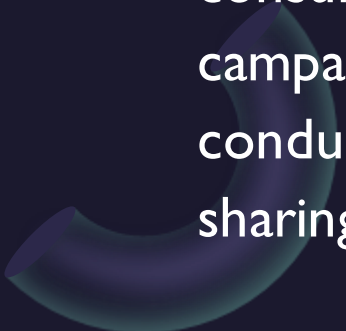
FACTORS TO CONSIDER

- How to determine if your potential client is suitable for the Capstone project
 - Strong client communication and setting mutual expectations, buy-in, and project timelines
 - Understand all client stakeholder roles, key dates, and deliverables
 - Securing access to information, data, tools, and resources
 - What happens if your selected client is no longer viable for your project
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Capstone Requirements




MKTG 46 I

- Students must secure their Capstone client prior to enrolling in MKTG 46 I.
 - MKTG 46 I – Marketing Research II is the first class dedicated to working on the Capstone project. In this class, students articulate a research question to better help understand the client's issue and what marketing work might be needed. Students will conduct extensive secondary research with the company, their product / service, the competition, the industry in which they all compete, external factors impacting consumers, and other situational elements that affect how you might go about crafting campaigns. Students also will identify what is missing from the known research and conduct first-party research to fill in the gaps. The class will end with participants sharing the way forward with their Capstone project.
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Capstone Requirements



MKTG 462


- Students must secure a client prior to enrolling in MKTG 462.
 - MKTG 462 – Data Visualization and Advanced Analytics asks students to work on assembling a data set that will help you draw insights for your Capstone client. Again, students are expected to come to the course with a Capstone client already secured and a solid idea of the client's business problem. The research you conduct in MKTG 462 will be a driving force that shapes your Capstone marketing strategy.
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Capstone Requirements



REQUESTING AN ENTRY CODE TO MTKG 481

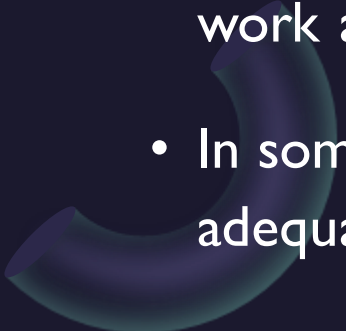
Please provide a statement by email to your Capstone instructor:

- Who your client is and a brief description of the business.
 - The objectives of your work, or the problems you are solving for your client.
 - Research completed in MKTG 461
 - What you expect to gain/learn from the Capstone project.
 - Your preparation and readiness for the Capstone project.
 - Also, you confirm that:
 - (1) You are currently working with a client that you can continue to work with throughout MTKG 481, 482, and 483.
 - (2) You have met all the prerequisite requirements, including MKTG 461.
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Capstone Requirements




CAPSTONE 3-CLASS SEQUENCE – 481, 482, 483

- Students must request an entry code from the instructor to enroll in Capstone classes (I, II, and III). All classes are required.
 - When you request an entry code, the instructor will ask to see your research and data work to ensure you have completed the foundational work necessary to write a successful plan, also called a prospectus, in 481.
 - The instructor may provide feedback or constructive criticism on your preliminary work and/or request more work be completed prior to issuing you an entry code.
 - In some cases, an instructor may decide not to issue a code if they feel you are not adequately prepared and set up for success.
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Capstone Requirements



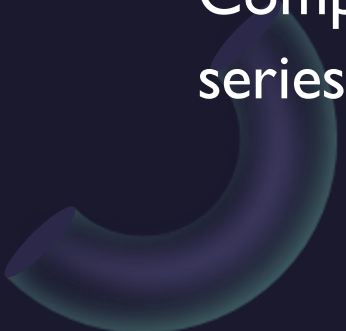
MTKG 481

- Students should complete MKTG 461 and MKTG 462 prior to enrolling in Capstone I, MTKG 481.
 - **MKTG 481 - Capstone I** - Students begin a comprehensive integrated marketing project on behalf of a local business, applying their learning from previous courses. They will develop and complete a Capstone prospectus, which will then guide work in MTKG 482 and MTKG 483.
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Capstone Requirements




MTKG 482

- Students should complete MKTG 481 and request an entry code to MKTG 482.
 - **MKTG 482 - Capstone II** - Students will execute their capstone deliverables outlined in the prospectus completed in MKTG 481. Students will assess progress and optimize marketing tactics based on results.
 - Complete sufficient work on the project to advance to the third class in the series, MKTG 483.
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Capstone Requirements



MTKG 483

- Students should complete MKTG 482 and request an entry code to MKTG 483.
 - **MKTG 483 - Capstone III** - Students complete their comprehensive integrated marketing project, consider extensions or further applications for future learning, analyze results and compile a final publication and portfolio of work. Students will present their Capstone learnings to their fellow students, faculty, and the MTKG advisory board.
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Student Testimonials




- "I deeply appreciate the practical application of engaging with a real client during the Capstone experience. This immersive approach has not only facilitated the development and execution of effective strategies aimed at fulfilling a client's marketing objectives, but also established a relationship extending beyond the Capstone project."
- Sarah Decker, Digital Marketing BAS Student
 - "The Capstone project offered invaluable hands-on marketing experience. Working closely with my client, I was able to deliver tangible real-world results. It's been an invaluable experience that will carry over post-graduation."
- Yuliya Pankiv, Digital Marketing BAS Student
 - "My Capstone experience has been very rewarding. The hands-on nature of the program has allowed me to implement my ideas in real-world settings, which is tremendously promising. This experience is preparing me effectively for the challenges of the professional world. While it's a solo project, our professors are supportive guides rather than holding our hands throughout the process."
- Belky Martinez-Cruz, Digital Marketing BAS Student
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Resources



TOOLS FOR SUCCESS

- Visit: www.bellevuecollege.edu/marketing/welcome
 - Capstone Information
 - Promotional Marketing Plan template
 - LinkedIn Learning – Project Management
 - LinkedIn Learning is available for free for all BC students and staff
 - Google Project Management Template Gallery
 - Free online templates for managing projects, data, budgets, and more
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The way to get started is to quit talking and begin ~~doing~~. strategizing.





Summary

The Capstone project positions each student in the driver's seat driver of their project. This unique experience will provide you with real world experience in researching, planning, strategizing, executing and analyzing a real marketing plan. We hope this experience will be enriching and challenging to prepare you for success in your career ahead.

Thank You

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