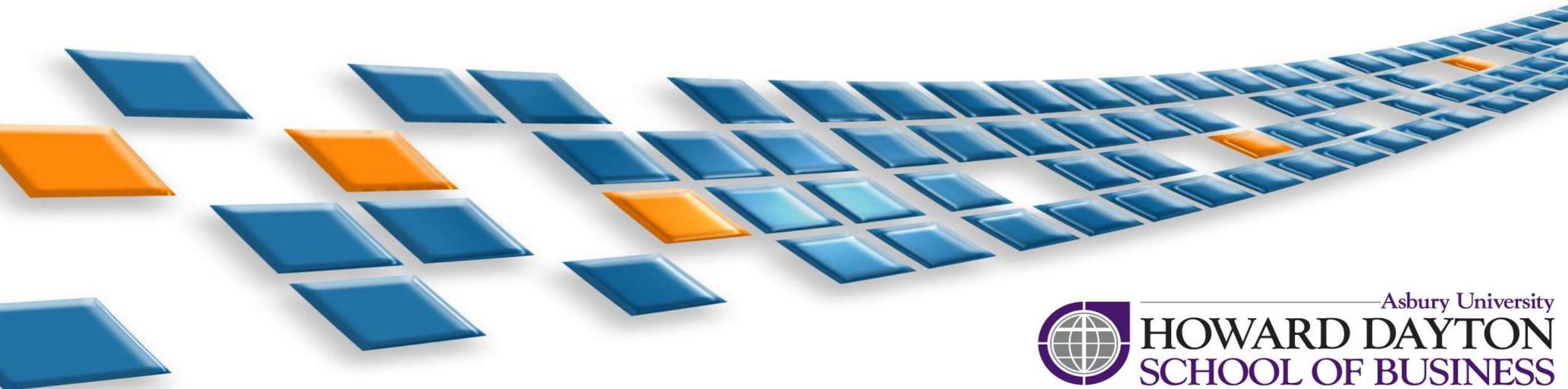


Real World Feedback

Teaching Moments
AMA 2017

George Allen
Asbury University



Real World Feedback

- MBA Class: Strategic Marketing
- Term project: Strategic Marketing Plan
- Normal grade feedback
- Additional learning opportunity

Real World Feedback

- Goals
 - > Provide a taste of the type of abstruse feedback bosses sometimes provide
 - > Allows students to make decisions about whether to take management coaching or to “stick to their guns”
- Process
 - > Email from “VP of Marketing” with reactions to draft of plan segment
 - > Student shares feedback with classmate serving as Consulting Partner
 - > Student presents final plan at end of term with revisions based on advice from boss and Consulting Partner

VP Feedback

FYI, Bill (our VP of Manufacturing) is whispering in Tom's ear about an idea for having some staff... came from Nike (although... luck with their own retail...

nk

*now that he
some good*

*much to bite
tactic.*

- **Politics**
- **Personality**
- **self-Promotion**
- **Pig-Headedness**

*FYI, Bill
some st
not in M*

*Regarding med
TV. She made
I hope you a
campaign. W
a blip of a change in product awareness in our market research
following the campaign and there was no positive move in sales
revenues.*

*(MO) is a little sour on
ve prime time TV
cts and we hardly got*

*I think
lower price point and margins on the new line, I don't see Tom
agreeing to prime time TV commercials.*