Marketing Metrics Clinic

Build innovation.

Fresh thinking. Strategic recommendations. Growth measurements. The Marketing Metrics Clinic connects you with talented WashU students to dig into your marketing challenges and answer questions about the growth of your organization. These 6- to 8-week consulting projects, focused on enterprises in the startup ecosystem, are student-led and faculty-supervised.

Graduate student consultants

students per team

Data-driven marketing consulting focus

market need and opportunity

Customer Value

Product and Business Model

Branding and Marketing

St. Louis startup ecosystem clients

Become a client fall and spring

No fee

2–4 students per team

2–4

6- to 8-week project time frames

6–8

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Our students are informed by numbers, driven by principle. We challenge them to look beyond the bottom line and carefully consider what will make the biggest impact and do the most good.

The CEL leadership team partners with you to define key issues and set project direction and timeline. Projects are comprehensive and include a measurement framework for answering key questions related to growth. The faculty-supervised student consulting teams are assembled based on an organization’s specific needs.

In addition to gaining a remarkable experiential learning experience, students are developing exceptional results for the startup community. There is nothing more exciting than seeing the implementation and impact of their recommendations."

Michael Wall
PROFESSOR OF PRACTICE MARKETING & ENTREPRENEURSHIP; CO-DIRECTOR, CENTER FOR ANALYTICS AND BUSINESS INSIGHTS (CABI)

The Center for Experiential Learning

Olin’s Center for Experiential Learning links the classroom with the world of business. With faculty support and guidance, talented Olin students apply leading-edge practices and practical management solutions to your business challenges.

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Find out more.
Visit our website, olin.wustl.edu/cel, and click on the “Apply for a Project” button.

Contact us.
314-935-4512
cel@olin.wustl.edu

Participation requirement
Startup must currently be generating revenue