

# 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.



OLIN BUSINESS SCHOOL AT WASHINGTON UNIVERSITY

Graduate student  
**consultants**

**2-4** | students  
per team



### Areas of focus:

- Market Need and Opportunity
- Customer Value
- Product and Business Model
- Branding and Marketing



**St. Louis startup  
ecosystem clients**



**Data-driven**  
marketing consulting focus

**No fee**  
to participate

**2**

6- to 8-week  
project time frames

fall and spring

# Confront challenge, create change.

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.

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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.

Comprehensive Strategic Engagement	Startup Ecosystem	Social and St. Louis Impact	International Immersion
CEL Practicum	CEL Entrepreneurial Consulting Team Finance Metrics Clinic Marketing Metrics Clinic	Small Business Initiative Taylor Community Consulting Program Olin/United Way Board Fellows Program	Madagascar Sustainability Initiative



## Participation requirement

Startup must currently be generating revenue

### Find out more.

Visit our website, [olin.wustl.edu/cel](http://olin.wustl.edu/cel), and click on the "Apply for a Project" button.

### Contact us.

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