SHOULD INSTITUTIONS OF HIGHER LEARNING USE CLIENT-SPONSORED COURSES IN MARKETING TO GENERATE DISCRETIONARY FUNDS?

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ABSTRACT

The past few years have increasingly seen the pressures of limited general funds, causing many university administrators to seek additional outside sources of funding. To help alleviate this predicament, many have fostered client-sponsored student projects in a classroom setting, providing benefits to all concerned. Very little data is available regarding this type of endeavor, and none concerning fees or honorariums to defray operating costs. The focus of this exploratory study was to examine the existence and extent fees and honorariums were collected to help defray operating costs.

The specific objectives of the study include: (1) to determine the extent client-sponsored marketing courses were offered by universities and colleges; (2) to learn whether client-sponsored marketing courses required the sponsor-client to pay for out-of-pocket expenses (OOPE), and if so, how the monies are administered; (3) to ascertain the amount of additional funds the client-sponsored marketing courses generated; (4) to determine particulars of the requests for funding, as well as the volume and distribution of the funding; and (5) to investigate why those schools without client-sponsored projects do not offer them.

The major conclusions of this exploratory study include:

(1) less than half of the colleges and universities that have marketing faculty and majors offer client-sponsored courses;

(2) two key reasons for those not offering client-sponsored courses are (a) lack of information about such offerings, and (b) lack of desire to offer them.

(3) there are more client-sponsors available than student teams;

(4) roughly 80% of the project OOPE are less than $1000;

(5) two-thirds of the reporting institutions generate $1000 or more a year.