**CMGT 591: Communication Internship**

Tommy Trojan

Supervising Faculty: Ben Lee

**Study Topics and Questions**

The student plans to study research and consumer insights, in conjunction with her internship with WME. In the current age of big data, it has become extremely important for every company, established or otherwise, to meticulously research and study data to yield better results. Research is widely used to determine precisely what the consumer wants and how to ensure the success of a product. Specific questions to explore include:

* How does an established company like WME use research and data analytics to help its clients?
* What are the various tools of research used by the department?
* How is the research and the data used to make better business decisions?

**Study Protocol**

* Review relevant literature in the field to have a better understanding of foundational concepts and practices.
* Observe and participate immersively in the internship organization. Specifically, note the different positions or roles others in the organization play, the work tasks and their flow, the communication interactions, etc.
* Interview key participants to probe more into their behavior, rationale and consequences.

**Readings**

* Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, *24*(4), 343-373.
* Stone, M. (Ed.). (2004). *Consumer insight: How to use data and market research to get closer*. Kogan Page Publishers.
* Myers, M. D. (2013). *Qualitative research in business and management*. Sage.
* LaValle, S., Lesser, E., Shockley, R., Hopkins, M. S., & Kruschwitz, N. (2011). Big data, analytics and the path from insights to value. *MIT sloan management review*, *52*(2), 21.
* Gandomi, A., & Haider, M. (2015). Beyond the hype: Big data concepts, methods, and analytics. *International Journal of Information Management*, *35*(2), 137-144.
* Cuzzocrea, A., Song, I. Y., & Davis, K. C. (2011, October). Analytics over large-scale multidimensional data: the big data revolution!. In *Proceedings of the ACM 14th international workshop on Data Warehousing and OLAP* (pp. 101-104). ACM.
* John Walker, S. (2014). Big data: A revolution that will transform how we live, work, and think.
* Metrix, A. (2013, December 3). 5 reasons why big data will crush big research. *Forbes*. Retrieved from https://www.forbes.com/sites/onmarketing/2013/12/03/5-reasons-why-big-data-will-crush-big-research/#3a3ea105d0f4

**Deliverables**

* Read one book or equivalent in the list by Week 4, and thereafter one book or equivalent every four weeks.
* Submit a first 4-page report by Week 6; one more 4-page report by Week 10.
* Meet with the supervising faculty once by Week 7, and once by Week 11.
* Submit a 12-page report that elaborates on and integrates the prior reports to the supervising faculty by the Tuesday after classes end in the semester.