

Client Case Study: Loyola University Maryland, Sellinger School of Business



LOYOLA
UNIVERSITY MARYLAND

Sellinger
School of Business

Industry: Higher Education
Location: Baltimore, MD

Our Role

The Management and Organizations Department Advisory Board at Loyola University Maryland wanted to develop and create a virtual series for business students. Their idea was to record a video of themselves lecturing/offering advice on a specific topic for about 10-15 minutes. The goal was to offer knowledge to students that is not directly related to a particular class and provides career and industry related advice.

Solution

LCG worked with the Advisory Board to conduct research and marketing strategies to gauge student interest and formalize a plan to bring their idea to life. The team devised "A Sit Down with Sellinger," a YouTube Channel and Spotify Podcast for students to explore the world of business and gain insight through the lens of a respected professional. LCG developed the project logo, marketing graphics, video intro/outro, descriptions/captions, and feedback survey.

LCG Team Composition

Consultant - Alexa Junikiewicz
Analysts - Dante Pascale, Grace Noonan,
Meghan Oddy, Giovanni Euresti, Elvis Smith,
Abigail Yamartino, Juliet Ball, Madison Metzdorf



Business Results



Hub for knowledge surrounding career advice, virtual company visits, and professional development



27 interviews conducted, edited, and published



Provides opportunity for students to network and improve skills



"Loyola Consulting Group did an excellent job pulling these things together for us in a competent and complete manner; we couldn't have launched the "A Sit Down with Sellinger" series without their efforts."

Barry Benjamin
Chair, Loyola Management and Organizations Department Advisory Board

