**NEWS**

FOR IMMEDIATE RELEASE: July 20, 2022

Contact: Emma Bruner, Office of University Relations

SMALL BUSINESSES TO BENEFIT FROM UT MARTIN MBA PROGRAM, REED CENTER CONSULTNG PROJECT

MARTIN, Tenn. – The Master of Business Administration program at the University of Tennessee at Martin is partnering with the UT Martin Regional Entrepreneurship and Economic Development (REED) Center, Tennessee Small Business Development Center and the Dunagan Chair of Excellence in Banking to provide professional consulting to local businesses in West Tennessee. Through the MBA Consulting Project, small businesses will receive consulting assistance from a group of MBA students working on their capstone projects.

The objective of the MBA Consulting Project is to provide students with an opportunity to work with businesses as outside consultants. The student teams will meet with business owners to determine best strategies and practices for their organizations. The teams will plan, execute and adjust the project accordingly. The projects may include the following: SWOT analysis, strategic plan development, feasibility studies, business plan development, sales and marketing plans, and market research.

“The MBA Consulting Project is a win-win for both business owners and graduate students in our nationally-ranked MBA program,” said Landy Fuqua, director of UT Martin’s REED Center. “The project will allow our students an opportunity to work as consultants in real-world situations, which will reinforce their MBA competencies. We are very excited to provide this opportunity to our students and area businesses.”

All West Tennessee businesses are eligible to apply for the MBA Consulting Project. For more information or to receive an application, contact Landy Fuqua at [reed@utm.edu](mailto:reed@utm.edu) or by calling 731-587-7333.

###

Photo ID: Dr. Mark Farley, assistant professor of finance, presents to a cohort of MBA students at the University of Tennessee at Martin.