The College of Business at Western Carolina University is seeking business and organizational clients for our senior student Business Capstone Course. The course trains students to conduct marketing, competitive benchmarking, and industry research to provide selected clients with research-based, strategic plans, and recommendations for improving the sustainability of their organization. Selected clients are interviewed by the students near the beginning of the semester and receive a formal presentation of the student team’s main findings and recommendations at the end of the semester. There is no cost to the client company.



We thank you for your consideration. The real-life experience for the students is an invaluable addition to their classroom education. Equally, student exploration often provides the client with a fresh perspective on existing strategy and processes.

To apply for the Spring 2022 semester, please click on the link below and provide the requested information. A professor will be back in touch with you within 48 hours (in most instances).

<https://www.wcucei.com/wcu-prospective-clients-form>

For questions or more information, contact Dr. Ed Wright at [CEI@WCU.edu](mailto:CEI@WCU.edu)