MASTER OF SCIENCE IN MANAGEMENT

INTERTERM INTENSIVE SESSION

UNIVERSITY OF NOTRE DAME
Mendoza College of Business
SEE YOURSELF DIFFERENTLY.
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mendoza.nd.edu/msm
INTRODUCTION

The course offering for the spring of 2015 MSM interterm intensive session fulfills several objectives. This class provides learning opportunities that are not easily available in the standard course format. This deep-dive corporate opportunity gives students hands-on opportunities to apply, test, and extend what they have learned in previous courses. This course will help students develop skills and perspectives that will be beneficial in their full-time jobs.

This course requires a high degree of student participation and involvement. (All MSM students are expected to participate in the full Monday–Thursday Interterm Intensive Session.)

The courses offered to MSM students provide opportunities to extend and apply skills and knowledge learned in the core and elective classes. They provide direct, practical experience using simulations, projects, or live problems. The classes add to students’ experience base, helping prepare them for a strong start as they begin their full-time jobs following graduation.

All interterm intensive courses will be graded on a satisfactory/unsatisfactory scale.

Successful completion of an interterm intensive course is a graduation requirement.
The MSM interterm intensive course is offered in the spring semester.

In the spring, interterm intensives occur between Module 3 and spring break. All MSM students are required to take one credit hour during interterm.

The interterm intensive week includes the full Monday through Thursday period. Students are required to attend all class sessions.

This course may vary in the number of hours or days it meets. For example, it may involve a blending of outside work time and classroom sessions. In addition, small-group meetings or one-on-one sessions may be required in lieu of class time.
Taco Bell, a subsidiary of Yum! Brands, is the nation’s leading Mexican-style quick service restaurant, serving more than 37 million customers each week in over 6,500 stores in the United States. Since its founding by Glen Bell in 1962, Taco Bell has become the second most profitable brand in the country.

In 2012, Taco Bell celebrated its 50th anniversary, with the launch of the Live Mas brand campaign, the reinvention of the taco with the revolutionary Doritos Locos Taco, and the introduction of the game-changing Cantina Bell menu.

At Taco Bell, we put our customers front and center, delivering excellent customer service, innovative and delicious products and value. In 2013, we ranked No. 6 on the QSR 50 list, were named Ad Age “Marketer of the Year,” and reached over $1 billion in sales of Doritos Locos Tacos. “Live Mas” is more than a company tagline; it’s a way of life at Taco Bell. We are addressing shifting consumer behaviors and food culture while bringing relevance and growth to the brand.

While Taco Bell is primarily a U.S. brand, Yum! Brands plans to make it the company’s third global brand. Outside the United States, we have nearly 300 Taco Bell units in 21 countries.

Today, Taco Bell has bold plans to double the size of the business and continue its quest in becoming a lifestyle brand. To do so, Taco Bell needs to further unlock opportunities that attract future consumers to the brand, such as females, younger millennials, and ‘Generation We.’ Students will be asked to research the company and develop various growth strategies focused on these future consumers and how their eating habits are impacting food service and culture. What would it take to get more females to eat at Taco Bell? Is snacking an opportunity that can help reach the next generation of consumers such as younger millennials and ‘Generation We.’ We understand that there are many different angles that can be explored.

The final presentation should include a marketing strategy and food innovation plan inclusive of:

- Understanding of Taco Bell’s menu and potential gaps in offerings
- Consumer insights and unmet needs
- Food trends that could have a fit with Taco Bell to inspire new product offerings
- Recommendation on the role of snacking at Taco Bell
- Marketing ideas that would be relevant and authentic to these new consumers
- Projected potential growth financials generated from product pricing and purchase assumptions

Students are encouraged to think holistically and creatively, focusing on how to develop a strategic future for Taco Bell against the next generation of Taco Bell consumers.

ALL STUDENTS ENROLLED IN THIS COURSE WILL BE REQUIRED TO SIGN A NON-DISCLOSURE AGREEMENT.
STUDENTS TAKING THIS COURSE WILL GAIN:

- An understanding of how a brand in the quick service restaurant industry operates and sets itself apart from key competitors by transcending the industry to become a lifestyle brand.
- Skills in understanding consumer desires and unmet needs to unlock growth opportunities.
- Understanding of how to apply market trends that could create new product ideas.
- Marketing size of prize analysis based on new product ideas.
REGISTERING FOR INTERTERM INTENSIVE COURSE

Look for an email from MSM Student Services to announce and explain the registration process for the interterm intensive course.

CONTACT INFORMATION

MSM Program Interterm Intensive
General Information

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For certain courses, the partnering corporation or organization may require that each participating student enter an agreement that would affect the rights the student would otherwise have, pursuant to the University’s Intellectual Property Policy, in the work that the student produces as part of the course. A partnering corporation or organization also may require that each participating student enter a non-disclosure agreement that would limit the student’s ability to share with third parties information provided to the student in connection with the course. Please be aware that certain courses may involve such agreements.