EMBA students in Dr. Scott Flexo’s Marketing Research 665 class had the opportunity to work with CMTC, a local manufacturing consulting service, on their client satisfaction survey research project.

EMBA students helped in the development of the 2014 survey instrument and statistically analyzed survey data previously collected for CMTC in 2012.

CMTC used the survey data to improve their training and service delivery so as to gain improvements in overall client satisfaction and willingness to reengage CMTC.

The EMBA students that worked on this project were:


Several client meetings and a final presentation were held in which students met with CMTC management.
EMBA Students, Dr. Flexo and CMTC Marketing Managers

EMBA Students Visiting CMTC and Attending CMTC Marketing Presentation

EMBA Students Talking With CMTC Directors