



**SCHOOL OF BUSINESS
INSTITUTE FOR STRATEGIC MARKETING AND MANAGEMENT**

Client Project Application

How can we help your business in the areas of getting new customers, marketing/advertising strategies, researching new products/services or markets or internet marketing/social media and web site promotions? The **Institute for Strategic Marketing and Management**, housed in the business school offers our students' services to your business, under faculty supervision, as they serve your company and learn to "think outside the book." In essence, you "hire" the student consulting teams comprised of both senior undergraduates and MBA candidates focusing on marketing and strategy. You become the client as they work on your company project under marketing Professor Carolyn Shiery's direction along with other faculty experts. Students apply problem-solving, analytics and advanced business skills, while you and your company benefit from innovative, new ideas and a comprehensive strategic review.

Business students work in teams of three to six. They provide consulting services over a ten- to twelve-week period. To cover expenses, a company becomes a "client" of the Institute and agrees to pay for or donate a "fee for services." The fee schedule is based upon the size of your business.

HOW MAY WE HELP YOU?

Services Available	
<input type="checkbox"/>	1. Marketing and Strategy
<input type="checkbox"/>	2. Marketing and Advertising Plans/Campaigns
<input type="checkbox"/>	3. Digital Marketing Strategies
<input type="checkbox"/>	4. Sales Strategies and Training
<input type="checkbox"/>	5. Market Research
<input type="checkbox"/>	6. Management Practices
<input type="checkbox"/>	7. Accounting

Client Fee Schedule	
Company Revenue	Client Fee
Less than \$1M	\$1,400
\$1M -- \$2.9M	\$2,300
\$3M -- \$4.9M	\$3,500
\$5M or more	\$5,000

APPLICANT INFORMATION		
Business Name:	Contact Person (First Name, Last Name):	Office Telephone:
Street Address:	City:	Zip:
Email: (print)	Company Website:	Fax:
		Cell:

Please complete and email, fax or mail to:

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