



SCHOOL OF BUSINESS
INSTITUTE FOR STRATEGIC MARKETING

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Confidential "Client" Project Application

How can we help your business or organization start or grow? Do you need assistance in the areas of developing a business plan, planning a new campaign, developing strategies to get new customers, marketing/advertising strategies, researching new products/services or markets or internet marketing/social media and web site promotions? The School of Business, through its innovative Institute ***for Strategic Marketing*** offers our students' services to your business, under faculty supervision, as they serve your business needs while "thinking 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 project under marketing Professor Carolyn Shiery's direction along with other faculty experts. Students apply creative thinking, problem-solving, analytics and advanced business skills, while you and your company or organization 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, incentivize the students and generate additional resources for the marketing program, 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/organization. This is a common university model.

HOW MAY WE HELP YOU?

Services Available	
☐	1. Business Plans
☐	2. Marketing Strategies and Advertising Plans/Campaigns
☐	3. Digital Marketing Strategies
☐	4. Sales Strategies and Training
☐	5. Market Research
☐	6. Management Practices
☐	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/Organization Name:	Contact Person (First Name, Last Name):	Office Telephone:
Street Address:	City: Zip:	Fax:
Email: (print)	Company Website:	Cell:

Please complete and email, fax or mail to:

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