2012 Entrepreneurial Business Award (EBA)

Project Assistance: A 2-semester long project to set up and collect nominations of local businesses and elect the winner of the award. First semester involves public relations and advertising. Second semester involves producing corporate video.

Team size: 3

Credits: 4/semester

Springfield Center for the Arts at Wittenberg

Project Assistance: The Springfield Center for the Arts is interested in enhancing and enriching programs in the visual and performing arts to serve the campus and Springfield communities. They are seeking marketing research assistance to better understand their target markets. Following market research, they would also like assistance in developing specific marketing strategies to increase awareness and attendance.

Especially appropriate for students with an interest in arts management, marketing and marketing research.

Pre-requisite MGT 340/BUSN 340

Team size: 3-4

Credits: 4

Humane Society Serving Clark County

Project Assistance: The Humane Society promotes the humane treatment of animals and seeks to educate the public about animal issues.

The agency seeks assistance in developing a comprehensive plan for shelter development, including fundraising and facilities review. They are also looking for short-term and long-term
achievable marketing goals and strategies for the promotional events.

Especially appropriate for students who love animals.

Pre-requisite: MGT 340/BUSN 340 and/or MGT 310/BUSN310
Team size: 3-4
Credits: 4

**Boy Scouts of America**

Project Assistance: Boy Scouts of America is looking to develop a comprehensive marketing plan for the camps of its 72 local councils. They are looking to spread the word about their available facilities for camps, and for use by non-BSA groups during off season periods.

Especially appropriate for students with an interest in marketing

Pre-requisite: MGT 340/BUSN 340; MGT 441 a plus but not required.
Team size: 3-4
Credits: 4

**Nearly New Shop**

Project Assistance: The Nearly New Shop is a thrift and consignment shop run only by volunteers. It is owned and operated by The Young Women’s Mission which is the oldest service group in Clark County, founded in 1898.

The shop seeks to put some “zip and life” into its store by redesigning the store. It also seeks assistance in marketing and possibly cost-savings opportunities.

Especially appropriate for students with an interest in retailing.

Pre-requisite: MGT 340/BUSN 340
Springfield Christian Youth Ministries

Project Assistance: Springfield Christian Youth Ministries (SCYM) is a nonprofit organization that works with at-risk youth in Springfield. They are seeking assistance in marketing, including: identifying new, creative, low-cost strategies for creating awareness of SCYM locally to potential donors; creating new display materials to promote SCYM at community events; and maximizing use of their current website and blog.

Especially appropriate for students with an interest in marketing.

Pre-requisite MGT 340/BUSN 340

TorchAds

Project Assistance: The business side of the Torch that generates ad sales for 2011 Spring and Fall issues. The Torch seeks new clients and help creating ads for those clients, both on and off campus. Project involves managing the Torch Ads QuickBooks accounting system.

Especially appropriate for students with an interest in marketing, advertising and accounting.

Pre-requisite MGT/BUSN 226; MGT/BUSN 340; MGT 441 a plus but not required.

Team size: 3

Credits: 4