Bus 137H
Honors Practicum in Marketing
Spring 2015

Monday, BBC 224 1800–2045

GARY J. SBONA
HONORS
PROGRAM
Expand ▴ Excel ▴ Achieve

Instructor Information

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Office Hours: Walk-in: TTh, 1030-1130,
1500-1600, M 1700-1750
& other times by appointment

Course Objectives
- Provide students with real-world, practical experience within the framework of their undergraduate business degree.
- Complete a client project with an agreed-upon outcome within a specified time.
- Develop and practice key skills of teamwork, leadership, communication, flexibility and adaptability
- Represent the College of Business at SJSU to the business community.
- Develop a dialog with faculty, business professionals, and other students about the value and capabilities of graduates of the College of Business.

Required Materials:
- The Wall Street Journal

Course Requirements & Grading Criteria

1. Completion of initial Project Charter*, time line (including tentative midterm and final presentation schedule), and agreements - Due no later than Feb 9th *A Charter template is provided at the end of this syllabus	50 points	~6%
2. Progress Report, updated time line, & Presentation - March 16th.	100 points	~11%
3. Final Report - due at the end of the semester	200 points	~23%
4. Final Presentation	150 points	~17%

5. Client Evaluation	300 points	~33%
6. Class participation and preparation, including class discussions, peer reviews, readings, topical reviews, meeting logs, and other class activities.	up to 100 points	~11%
TOTAL POSSIBLE POINTS	900	100%

Note: "Graduation with Honors" requires the following:
• Successful completion of two semesters (6 units) in the Honors Program,
• Minimum overall SJSU GPA of 3.0
• Minimum major GPA of 3.5
• Faculty Recommendation
• Complete all requirements of the major, and
• preparation of a "Scholarly Paper" that demonstrates the integration of classroom learning with the real world experiences of the practicum. This paper should be submitted during the student's second semester in the program.

Notes About Course Requirements and Grading Criteria:
• Item #1 is a group grade and is "pass/fail" – all 50 points are awarded when initial documents are completed on time.
• Items #2 & #3 are group grades, subject to evaluation.
• Items #4-#6 are individual grades, subject to evaluation.
• Item #5 is the client's evaluation of each team members' performance for the semester.

Facilities and Special Events:
Clients will often attend the mid-semester presentation and usually attend the final presentation. These events may be held on campus in our classroom during regular class times, on campus in another location and/or time, or at the client's facilities. Additionally, some projects may require special facilities to conduct focus groups, stage campus events, hold meetings, and so on. Planning these events and reserving facilities and equipment is the responsibility of the group. Note that use of classrooms and other campus facilities for presentations and meetings is subject to University scheduling policies and is available on a first-come, first-served basis. Use of facilities often will have a minimum advanced notice requirement. **Please plan ahead!** Advanced faculty and/or administrative approval is usually required. Some typical items that will require this advanced planning (this is not an all-inclusive list) are:
• Parking permits, maps, and so on, for guests.
• Projectors for presentations (other than our classroom).
• Use of rooms other than our classroom during our normal meeting times. Note that use of our classroom during normal meeting times requires coordination with other groups, class discussions, guest speakers, etc.
• Use of campus plazas, barbeque area, etc. Note that due to construction, many campus plazas and areas are not available for Spring 2015.

• Off-campus facilities, including client facilities for meeting and presentations.

Policy on Professionalism, Participation, and Class Conduct

As members of the Gary J. Sbona Honors Program, you represent the best of the College of Business and our University. As such, you will be viewed by other students, program sponsors and clients, and the academic and professional community at large as a role model for others who may seek this level of achievement. Judgements about our college and university may be based on the impressions you create. You will be expected to conform to generally accepted notions of professionalism that typically would be observed in the business world.

This honor is accompanied by some responsibilities, many of which are already evident as part of your understanding of the program. This summary clearly states many of these responsibilities and opportunities.

1. **(Ethics)** The activities and participation of all members of the Gary J. Sbona Honors Program are expected to meet the highest possible professional, academic, community, and personal ethical standards.

2. **(Commitment)** You are expected to positively represent the program, college, and university to all constituencies, including but not limited to other students, faculty, business professionals, and members of the general community.

3. **(Professionalism)** In the course of the program, you will work with sponsors and clients in the development and completion of your project deliverables. You will also have access to sponsors and clients working with other students. This real–world experience is an excellent networking opportunity as well as a chance to promote the program in a professional and ethical manner.

4. **(Ownership)** You will be called on to represent and promote the benefits and activities of the program to others such that they may also have access to these opportunities. These activities may include participation in marketing plans for the program and speaking to other classes or groups of students about the program, both at SJSU and elsewhere, to demonstrate the potential of and your commitment to the program.

5. **(Flexibility)** In any committed person's activities, conflicts arise with regard to priorities and availability. You are expected to rank the program among your highest priorities and also respect the committed needs of other participants in the program.

Our overall goal is to enhance your educational experience and the awareness, quality, and reputation of this institution. Ultimately, this effort can increase the respect for and value of your degree from the College of Business at San Jose State University. In this program you have a hands-on opportunity to contribute to this effort while gaining practical business experience.

It is expected that students will adhere to the following protocols:
Eating:
Eating and drinking (except water) are prohibited in the BBC. Students with food will

be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer (JAO) of the University.

Personal Electronic Devices:
Turn off all electronic devices (headsets, MP3 players, pagers, cell phones, etc.), before entering class. Honors students seem to think they are an exception to this – they are not. Students whose devices disrupt the course and do not stop when requested by the instructor will be referred to the JAO. Use of PDAs, electronic dictionaries, and other personal electronic aids are not allowed during class discussions. Students may not record lectures without the permission of the instructor.

Computer Use:
In the classroom, students may use computers for class-related activities, such as such as taking notes on the lecture, following the lecture on Web-based slides that the instructor has posted, and finding Web sites to which the instructor directs students during the lecture. Students who use their computers for other activities or who abuse classroom equipment in any way, at a minimum, will be asked to leave the class, and, at a maximum, will be referred to the JAO for disrupting the course.

As a courtesy to students and instructors, please refrain from disruptive conduct, such as carrying on private sidebar conversations with classmates and/or playing computer games, or working on materials not related to the course during class. This is another area that Honors students seem to think they are an exception – they are not.

Academic Integrity and Professional Ethics:

Faculty make every reasonable effort to foster honest academic conduct and are on the alert for plagiarism. Students who are suspected of infractions of the SJSU policy on academic integrity will be reported to the JAO. The policy on academic integrity can be found at the Web link noted below.

Class Discussion:
You are expected to have read and be prepared to discuss any assigned readings. Additionally, you may be asked, at any time, to provide a summary of the status of your project. In general, your courteous contribution to class discussion is expected.

Honors Sessions:
Students will, at selected times, make project presentations as well as possible special assignment presentations during class sessions. All Honors students are expected to attend all sessions of the Honors class, whether or not you are scheduled to present a topic or project.
Note that a number of our class sessions take place in other rooms or buildings. Please recognize your visibility as Sbona honors students! Arrive on time and maintain a professional atmosphere.

Written Reports and Assignments:
All written reports are expected to comply with generally accepted business/professional practices. There is no minimum or maximum length for the mid-semester Progress Report or the Final Project Report. The progress report is expected to be a brief statement of successes and problems to date as related to initial project plans. The Final Report is a culminating effort and must follow the required format, described below.

Note that format will be graded!
All written work, unless otherwise indicated, must comply with the following guidelines..
- All assignments require a cover sheet. Included on the cover sheet is due date and actual date handed in, if different, as well as the name (in alpha order by last name) and last four digits of student ID numbers for all contributors to the assignment. Without this information, credit will not be given for the assignment.
  Some projects may have status reports and deliverables unique to that project. These efforts will be incorporated in the course requirements on a case by case basis.

Required Format:
- Unless otherwise specified, electronic copies of assignments are NOT acceptable.
- Assignments should be printed double spaced, and be on 8.5" X 11" paper with uniform margins (approx 1"). Handwritten papers are not acceptable.
- Papers should be bound in a manner that prevents loss of loose items. The final report should be a bound in a manner consistent with your overall project image.
- All reports require an Executive Summary placed <u>before</u> the Table of Contents.
- Font size should approximate 12 points.
- Spelling, grammar, and "typos" will be considered in your grade. Papers that evidence a lack of proof reading or professional presentation may be penalized 1 letter grade.

Additional Information:
- There are no makeups for assignments in this course.
- All graded work is due when collected in class on the date indicated. Late work is not accepted without the prior consent of the

instructor.
- If you need course adaptations or accommodations because of a disability, please see me as soon as possible.
- Students who wish to receive their final course grades before the University reports them should provide a self-addressed, stamped envelope/card. Phone calls and emails requesting grade information will not be returned.
- You are expected to take care of personal needs (restrooms, phone calls, etc.) between classes and during class breaks. You are not expected, under normal conditions, to leave and return to the classroom during class sessions.

Pre-requisites are as described in the University catalog and Honors Program requirements. University regulations regarding dropping the course and assignment of "WU" or "I" grades will be followed.

Client Meetings:
To provide an opportunity for faculty attendance, the schedule of all in-person or video conference meetings with the client should, whenever possible, be made available in a timely manner.

Meeting Logs:
Records of all group meetings (with and without client and/or faculty) are to be maintained. These records are to include the time, place, duration, group member attendance, and a summary of decisions made/topics discussed. Meeting logs should be available for review at every Monday class session.

Multidisciplinary Teams:
Participation with students from other College of Business concentrations is an excellent way to better understand the organizational role of

different disciplines. Whenever a multi-disciplinary team is scheduled, it will have a "home" concentration. Members of that team will usually be expected to follow the policies of the home concentration classes. Since the administration of the SHP can vary between different concentrations, students on these teams should coordinate grading and other evaluation criteria with faculty as soon as possible. A meeting between the team and faculty should occur within the first TEN (10) days of the project assignment.

Office hours:
Student visits are always welcomed. You are encouraged to communicate with me on individual matters primarily during scheduled office hours, through email, or by appointment as necessary. Honors students working on

client
projects are expected to meet frequently with faculty. These meetings often occur during times other than normal office hours and are scheduled by appointment.

Students shall arrive in class on time. Traffic and parking problems are not excuses for being
late, only examples of poor planning. If you do arrive after the scheduled start of class, you should enter the room by the least intrusive entrance. If necessary to cross the room, please
do so at the back. Please do not interrupt the entire class by crossing the front of the room or
between the guest speakers or instructor and students.

ADD/DROP POLICY

The Gary J. Sbona Honors Program is a restricted enrollment program. Students may not add Bus 137H without being accepted into the Gary J. Sbona Honors Program and must have specific consent of faculty.

The Marketing Department Honors Program Director reserves the right to limit additions to the class based on grade point average, interview results, a pre-determined maximum enrollment, graduation date, or other appropriate parameters.
Students now have the first two weeks of instruction to drop courses. While this is not expected to occur in this program, in the unlikely event that a student considers dropping this course and program, the instructor should be contacted immediately.

Students who miss the first day of classes without prior arrangements with the instructor will be dropped from the program. Any student who misses any class during the add/drop period without a serious and compelling documented reason may be dropped.
Adding this Honors Practicum is by nomination/invitation only. Students wishing to self-nominate should contact the Program Director for possible options.

Useful Web Links

Department of Marketing & Decision Sciences   http://www.cob.sjsu.edu/mkt/
College of Business Home page   http://www.cob.sjsu.edu/
Academic Calendar   http://www.sjsu.edu/academic_programs/calendars/academic_calendar/
SJSU Academic Integrity Policy   http://sa.sjsu.edu/judicial_affairs/students/index.html

The SJSU College of Business is the institution of opportunity in Silicon Valley, providing relevant business education through hands-on student learning and leadership development in a global business community and conducting research that contributes to business theory, practice and education.

Bus 137H Marketing Honors Practicum – Spring 2015
Schedule of Events

	Date	Topics, Events, and Assignments
1	JAN 26 M	Class Introduction. Project/Group assignment. Every attempt will be made to provide Project Descriptions before the first class.
2	FEB 2 M	Project Management Workshop 6 pm - 7 pm, Room BBC106 Please read "Project Management Basics Checklist" available online. We will join other sections of the Honors Program for this presentation. First draft of project charter should be complete by this time.
3	FEB 9 M	**Final Completed Project Charter Due.** *Presentation on Presentations
4	FEB 16 M	Guest Speaker: Dr. Naveed Sherwani, CEO, Peernova, "Entrepreneurial opportunities in an evolving space: the case of BitCoins" MLK225
5	FEB 23 M	*5:30-6:30pm: Honors Internal Networking Event; BBC032 Class will begin at 6:45.
6	MAR 2 M	*Social Skills Workshop
7	MAR 9 M	TBD
8	MAR 16 M	Midterm Presentations
		Campus Closed, Spring Break March 23-27, Caesar Chavez Day Mar 31
9	MAR 30 M	*Etiquette Dinner Fall 2015 Recruiting Kick-off Open applications for Fall - Apr 1.
10	APR 6 M	Information night for Fall 2015 Honors candidates. BBC032 5:30pm - 7:00pm. Graduate Panel Discussion 7:00-8:30
11	APR 13 M	Week of April 13: Scholarly Paper for Graduation with Honors Due
12	APR 20 M	Fall 2015 Honors Application Deadline
13	APR 27 M	TBD
14	MAY 4 M	TBD
15	MAY 11 M	Final Presentations
	MAY 15 Friday	Honors Graduation/Networking Event, 5 - 8pm. BBC032
	MAY 18 M	Final Presentations - Overflow (Scheduled Final Exam Day)

*   These events are "schedule flexible" and may be shifted as more information is available.

<u>Charter Template</u>

A Charter is a written agreement defining what your team is to accomplish and how success will be measured. The Charter is used to focus the team's work and to set expectations as to what it will accomplish.

The Charter becomes an agreement between the sponsor and the team being chartered. A team should not accept a Charter until:
•   The scope and success criteria are stated in a way the team understands and accepts as focusing on the essence of what it needs to accomplish.
•   The team believes the success criteria are achievable with the resources available and in the required time frame.

The sponsor should not accept a Charter until:
•   It represents the issues, scope, and success criteria that will meet the necessary business objectives, i.e., result in a useful and usable product.
•   The sponsor believes the Charter success criteria are achievable with the resources available and in the required time frame.

As the project proceeds, you may find that you need to change some things in the Charter. (Scope creep, etc.) In that case, you should update the Charter, with the agreement of your key stakeholders (your sponsor, yourselves and instructor).

Our second class is a Project Management Workshop that should be helpful with your charter.

<u>SUGGESTED TEMPLATE FORMAT</u>

<u>Project Title/Sponsoring Organization</u>

<u>Team: the name of your team</u>

<u>Project Start and end date</u>

<u>Project Description, Scope, and Sponsor Contacts</u>
> (Much of this information will be the original product description that you have been provided. You can attach that description, with any necessary updates.)
> •   Name the organization and sponsoring individual(s) or group that is chartering the work of this team. Include complete contact information for the sponsor (name, title, phone, physical address, email address).
> •   The first section of the Charter is a short description of project that the group will undertake.

- Describe the purpose of the project and key elements included. The description should make clear the scope of work, including areas that are excluded. This section of the Charter should also note any assumptions about the project that influence the project definition. The description should be in layman's terms: someone who doesn't already know should be able to read the description and understand what your project is about.

Success Criteria

Success criteria are the measurable characteristics that define how successful the group is at fulfilling its Charter. Success criteria are used to:

- Make explicit the product capabilities and quality requirements included in the scope
- Drive setting priorities of specific issues to address or defer, features to include, etc.
- Define the metrics that can be used to track progress and measure overall success of the project.

Sign-Off

A sample sign-off sheet follows.

Project Initiation Sign-Off

All team members, your sponsor and instructor must sign the Charter. This signifies everyone's agreement that, based on what we know at the beginning of the project, the Charter defines what you are expected to accomplish. This signifies everyone's agreement that you may proceed with the project. You may discover things as the project proceeds that indicate a change is required in the Charter: in that case, change the Charter and get signatures to indicate agreement with the change.

I accept this Charter as adequately defining the project as understood at this time:

Project Sponsor(s):

Name_____ Signature_____ Date_____
email address: _____

Team Members:

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Professor:

Name_____Robert Vitale_____ Signature_____ Date_____

Team Ground Rules

These ground rules are intended to provide efficiency in the operations of your team. Sponsor sign-off is not required.

Team: [put your team name here]
Project Title: [add this when you know it]
Sponsoring Organization: [add when you know it]

Roles
There are a number of specific roles that individuals play within the team. Describe here how you will manage your team. Will you have a single Team Leader for the whole project or will you rotate that responsibility? What about the Recorder (to take meeting notes)? Will the Team Leader be the primary contact for the client, or will you separate that responsibility?

Communication
When and where will you meet? Will you have scheduled conference calls or chat sessions (if yes, when)? How will you communicate with each other between meetings (email, cell phones, instant messaging, Google group, set up a wiki and/or blog)?

Attendance/Participation
Is attendance required of all members for all meetings: will you cancel if someone is absent? If everyone is not required, what constitutes a quorum? Are members expected to abide by team decisions made in their absence? Are team members expected to arrive on time and stay to the scheduled end of the meeting: will you cancel if someone can't? What will you do if someone consistently doesn't attend? What if someone doesn't complete their tasks on time, or the quality of their work is not adequate? How frequently do you expect everyone to check and respond to email, blog postings, phone messages, etc.?

Team Decision Making Process
It is important that the team decide in advance how you will make decisions. The two basic choices are to work by consensus or to use some form of voting. Describe here what method your team will generally use to make decisions. If you want to use a different method for different types of decisions, that's fine-just be sure to explain it here. HINT: make sure you know what consensus means before you decide. Look it up.
A team that usually uses one method may, of course, decide to resolve a particular issue using some other method. Choose whatever works best for your team and the particular issue to be decided. However, the team must decide in advance of making a particular decision what method you will use and stick with the decision. The trust built among team members will dissolve if some members feel the decision making process is being manipulated unfairly.

Meeting Logs - Required
The team needs an official record of its activities to assure that everyone has the same understanding of what was decided and to assure that action items get followed-up. Written records are also useful in preparing presentations and reports, and to save time if the team needs to retrace steps to eliminate a problem. Faculty may, at any time, ask to inspect the team official record.
Decide what you need in your meeting notes (usually a simple record of decisions is adequate). For controversial decisions or decisions that required a lot of discussion, it is often useful to record the reasoning behind the decision. This will help you explain the decision later if necessary and also avoid wasting time revisiting an issue simply because nobody can remember why you made the original decision. Consider using a blog/Google Group to record meeting notes as you work, whether face-to-face or online.

Project Proposals

- Affiliate Traction

- The Health Trust

- "LitWits"

- Iron Pop Security

- HGST
  The HGST proposal is not yet available.

AffiliateTraction - Sbona Honors Program Project Proposal

About:

AffiliateTraction is a global leader and innovator in the field of affiliate marketing. For more than a decade, we have been bringing together major companies and various publishers in order to benefit all parties and add to the ever growing world of e-commerce. For more information about AffiliateTraction please visit http://www.affiliatetraction.com/ and to get ongoing updates of what we're all about, check out http://www.affiliatetraction.com/contact/blog.php.

Project Summary:

Affiliate marketing involves bringing retailers and relevant publishers (also known as affiliates) together to improve traffic to the retailer's website and in turn, increase their sales. One of this biggest pieces of the business is creating, fostering, and building the relationships between publishers and our agency. The stronger this relationship is, the more effectively we can match them with our clients, creating maximum returns for everyone.

In order to best take care of these relationships, AffiliateTraction has implemented an Affiliate Management Team, which takes a primary focus on our publishers. One of the main objectives of this team is to build strategies and techniques that utilize affiliate preferences to maximize client satisfaction.

The Sbona Honors Program Team is tasked with analyzing affiliate preferences in terms of, but not limited to, communication methods, contact schedules, preferred consumer offers, etc.

For Example: A survey randomly distributed to affiliates in all channels that determines how they prefer to be contacted (e-mail vs. social media vs. phone call etc.)

Deliverables:

- Bi-Weekly Updates Addressing:
  - Completed Analyses
  - Current Analysis Initiatives
  - Leads to Look Into
- A Final Report Addressing all Findings
  - Research and analysis of various kinds of publishers and what they seek in an affiliate agency
  - Top affiliate channels to target including a marketing plan on how to do so
  - Blogger communication preferences (Facebook vs. E-mail vs. Direct | shown as %)
    - How to approach
  - Top sites the publishers frequent and how AffiliateTraction can gain presence
  - Cost and execution plan
  - Conclusions and any other notable findings

Skills:

- Teamwork – Must work well in a team environment, encouraging all members to be on the same page and ensuring that all findings are cohesive with one another
- Communication skills that create strong interpersonal relationships with teammates and research contacts
- Strong decision making skills coupled with the ability to think outside of the box

Contact Info:

Sanjay Pillai
Affiliate Manager
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(408) 250 - 4915

Jillian Crawford
Director of Affiliate Management
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The Health Trust

The Health Trust, Healthy Eating (HE) Initiative:
The mission of the Healthy Eating Initiative is to ensure that every resident in Santa Clara County and Northern San Benito County is able to conveniently purchase and consume affordable, quality, nutritious food. Many San Jose neighborhoods are "food swamps", where food may be plentiful, but healthy choices are not available or affordable to low-income residents. Last year, the initiative launched *Good. To Go.*(G2G)- a healthy food access marketing campaign that includes mobile produce vending 'Fresh Carts', healthy corner stores, farmers' markets, and urban agriculture. The *Good. To Go.* campaign seeks to improve San Jose residents' eating habits by making healthy foods more available and more desirable to consumers. *Good. To Go.* simultaneously increases consumer demand and supply by marketing "fun, fast, and fresh" options through these vendor groups. The city-wide campaign utilizes events, promotional materials, store grand re-openings, radio and TV spots, and social media to raise consumer awareness of *Good. To Go.* locations. Through repeat messaging, branding, and community based engagement, the *Good. To Go.* campaign will ensure that healthier options are available and affordable to customers as well as economically viable for vendors.

Last semester a team of SJSU IT students developed a free interactive *Good. To Go.* Locator Map application allowing customers to search and find their nearest *Good. To Go.* vendors, with the aim of increasing customer traffic to these locations. As of now, this application is available on the Google Play store for Android mobile devices (https://play.google.com/store/apps/details?id=com.healthtrust.goodtogo). The Apple version is currently under development and will soon be available on the ITunes store for Apple mobile devices. The app is linked and updated via a web map managed by The Health Trust. In order to reach our ultimate goal of increasing customer traffic at G2G locations, we need to increase the number of downloads of the application.

Project Objective: The application receives a minimum of 500 downloads via a strategically designed and implemented app marketing campaign

Project Description:
Currently, the app is being marketed through social media, targeted communication, and through the Healthy Eating web page, with the aim of raising awareness and increasing downloads. The project will be to create and implement a marketing campaign for the *Good. To Go.* Locator map application that meets the objective above. The specific strategies of the campaign will be developed by the students, as long as they maintain brand integrity and have the capacity to increase downloads. The *Good. To Go.* brand guide will be provided to the team in advance.

Project Deliverables:
- Team will present proposed app marketing strategies to The Health Trust and implement after approval
- A goal of at least 500 downloads are met for the application
- A detailed written marketing plan for the *Good. To Go.* locator Map app is submitted to The Health Trust at the end of the semester for future implementation needs.
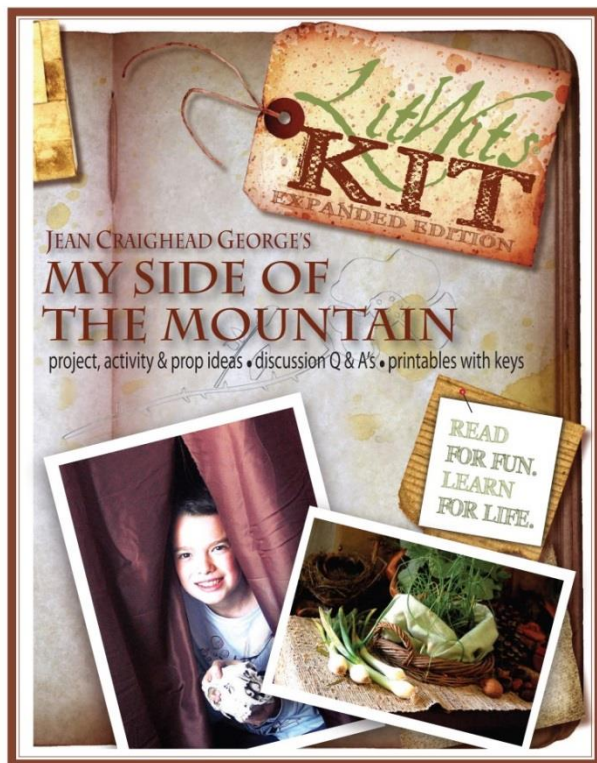
Contact:
Misha Taherbhai   MishaT@healthtrust.org

Bring great books to life!

**When kids experience great books in sensory ways, they want to read more.
And kids who read more great books learn more great things.**

LitWits has been sharing sensory experiences of literature with Bay Area homeschooled students since 2010. Our hands-on workshops help readers identify with a great book in tangible, memorable ways. Most importantly, kids learn that reading is fun and literature is meaningful – that it's really about *them.* LitWits experiences are popular with children who love OR hate to read!

To help other teachers share great books the LitWits way, we've created LitWits Kits from 20 of the 45+ workshops we've presented. These downloadable resources consist of our project, prop, and activity ideas, takeaway topics, and original academic handouts for a particular book.   Please see our website, www.litwitsworkshops.com, for more information about LitWits Kits, the workshops on which they are based, and our free resources for teachers.

Project Summary: First, LitWits would like the Honors Project team to use our current market study (compiled by the Fall 2014 Honors team) as a basis for helping us create supplements to our LitWits Kits, to better serve classroom teachers. Secondly, we would like the team to do a pilot study with local teachers to gauge the effectiveness of the newly supplemented kits. Third, we would like very specific tasks and goals defined for reaching our online market. Just as we teach "learning by doing," we know this hands-on experience will benefit the Honors team, too.

Issue: LitWits wants to increase sales to a minimum of 1000 units per month at a minimal marketing cost.

Deliverables: A final presentation of the team's recommendations, pilot study results, and specific goal/task lists, ideally delineated day-by-day.

Definition of success: Development of supplemental materials, completion of an informative pilot study, and increased market exposure.

Skill Sets Preferred: A group of 3-4 students familiar with social media and/or online marketing who love learning and, ideally, literature.

Contact Info: Jenny Walicek 408-497-6417 jwalicek@comcast.net / Becky Kimball 831-247-0593 becky@kimball.net

IronPop: Customer Research Project

About IronPop

IronPOP will be a Next-Generation Cloud Service Provider (CSP) that delivers Web-based security services to mid-tier companies who need to defend themselves against cyber attacks without compromising performance. We believe that companies should not be held hostage by cyber threats and attacks simply because an affordable and effective solution is out of their reach. The company is currently in stealth mode and expects to launch its service in the latter half of 2015.

Issue:

As much as the Internet has democratized conducting business over the Web, the hacking community has benefited from a new generation of nefarious marketplaces that have fueled an insurgence of cyber malicious activity in recent years. Cyber attacks have cost the global economy $445 billion in 2014 and are forecasted to grow to $3 trillion by 2020. Meanwhile, businesses are scrambling to defend against the growing number and sophistication of attacks. Corporate IT managers do not know if their networks are safe, if they are vulnerable to attack and if the additional safeguards are worth the cost. Furthermore, they may not even have the expertise in-house to address many cyber-born attacks.

Project Summary

As part of team of a four-member *Customer Research Team* in the Sbona Honors program at SJSU, you will research, analyze and validate (or invalidate) the customer segment. Adopting the customer perspective is a guiding principle for the entire business model design process. Customer perspectives will guide the IronPop's value propositions, distribution channels, customer relationships and revenue streams. The Team will go beyond the customers' demographic characteristics and develop a better understanding of environment, behavior, concerns and aspirations. The Team will avoid focusing exclusively on existing customer segments and set sights on new or unreached segments.   The project will be both qualitative (focus groups and 1-on-1 interviews) and quantitative (Web-based surveys). In addition, your team will work collaboratively with the *Venture Funding Team* who is developing a plan for how IronPop will raise capital to launch its cyber defense service.

Deliverables

- Develop a hypothesis for a typical IronPop customer
- Document and present qualitative findings from focus group and 1-on-1 interviews
- Document and present quantitative findings from Web-based surveys
- Sketch profiles of the customer segments using tools such as a pain-chain, empathy map or customer profile
- Present findings and recommendations, which may include customer segmentations, appropriate relationships and sales channels

Skillsets

- Willingness to learn and understand customer profiles of potential customers dealing with cyber security
- Ability to lead a focus groups
- Comfortable with statistical data and hypothesis testing
- Willing to tolerate uncertainty and ambiguity with imperfect information

Contact Info:

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