MS-Digital Innovation in Marketing
## Developing technology enabled web and mobile tools for participation

TEAM B: GABRIELLE FINLEY, ADRIANA SHUSTER, MARC GOLD, RUN ZHU, AND KUOLUN CHANG

What we want to change

- Volume of Traffic on the site

- Quantity of Participation on the site

- Level of Engagement between students and between students and alumni

- Method of Tracking participation

- Type of Communication Channels
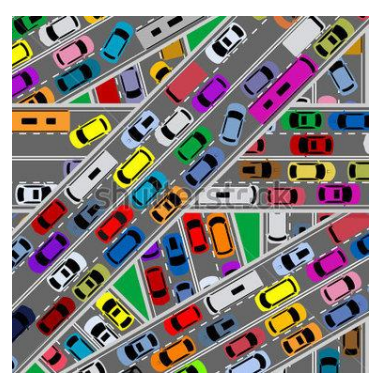
Who are the affected Stakeholders?

- Prospective Students

- Current Students

- Alumni

- Administration

-

Prospective to Current Student

Sally Smith

Age: 32

runs her own eBay site where she sells knitted baby

blankets

Location:

Hartford, CT

Marital

Status: married

Children: 1 two-year-old and one on the way

Quote: "My children are my number one priority, so I am going back to school so that I can advance my career and be the best provider."

Characteristics: ambitious, multi-tasker, tech savvy, creative, passionate about marketing, thrifty, and an entrepreneur

Hobbies: Running an eBay shop, learning about new technologies, tennis, yoga, knitting and designing clothes, and baking

Income: $30,000

Alumni Mentor

Eric Weiss

Age: 27

Occupation: Digital marketing director at Comcast

Location: Philadelphia, PA

Marital Status: single

Children: none

Quote: "I believe Temple's MS-Digital Innovation in Marketing program helped me get to this level in my career and I want to help current students get the most out of their time in the program."

Characteristics: charismatic, generous, driven, over-achiever, organized

Hobbies: running, going to restaurants in the city, watching professional sports, networking, buying and selling stocks

Administration

Occupation: Director of the program

Location: Bucks County, PA

Marital Status: married

Children: 4 ages: 9, 7, 5, and 3

Income: $100,000

Quote: "This program is one of a kind and although I am thrilled that more and more students are realizing its value, I am overwhelmed with the amount of prospective and current student information I need to keep track of."

Characteristics: multi-tasker, busy, supportive, positive, passionate about technology and marketing

Hobbies: teaching, attending conferences, playing with his children, cooking, researching innovative technology, watching movies

Unmet Needs and Opportunities

- Students
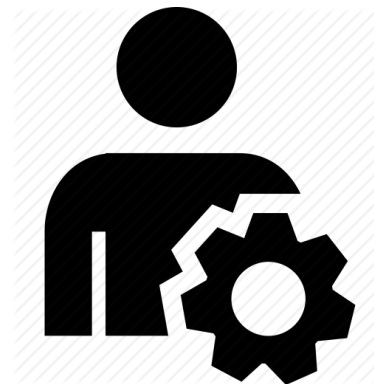 - Incentives for participation
  - Avenues to connect and engage

- Alumni
  - Medium for continue involvement

- Administration
  - Simple tracking and managing
  - Direct communication channels

Our Solution

Resources needed to create and sustain this solution?

- Individuals to admin the site
  - Change user status
  - Monitoring groups and site activity

- Individuals to keep the site populated with events, webinars, and information

- Advisory council to continue providing content

Why pick our solution?

Our solution meets unmet needs and capitalizes on opportunities for participation and engagement through unique features:

- ◦ Prospective student access
- ◦ Admin approved interests groups
- ◦ Alumni mentor program
- ◦ Admin portal
- ◦ Messaging: individual and all